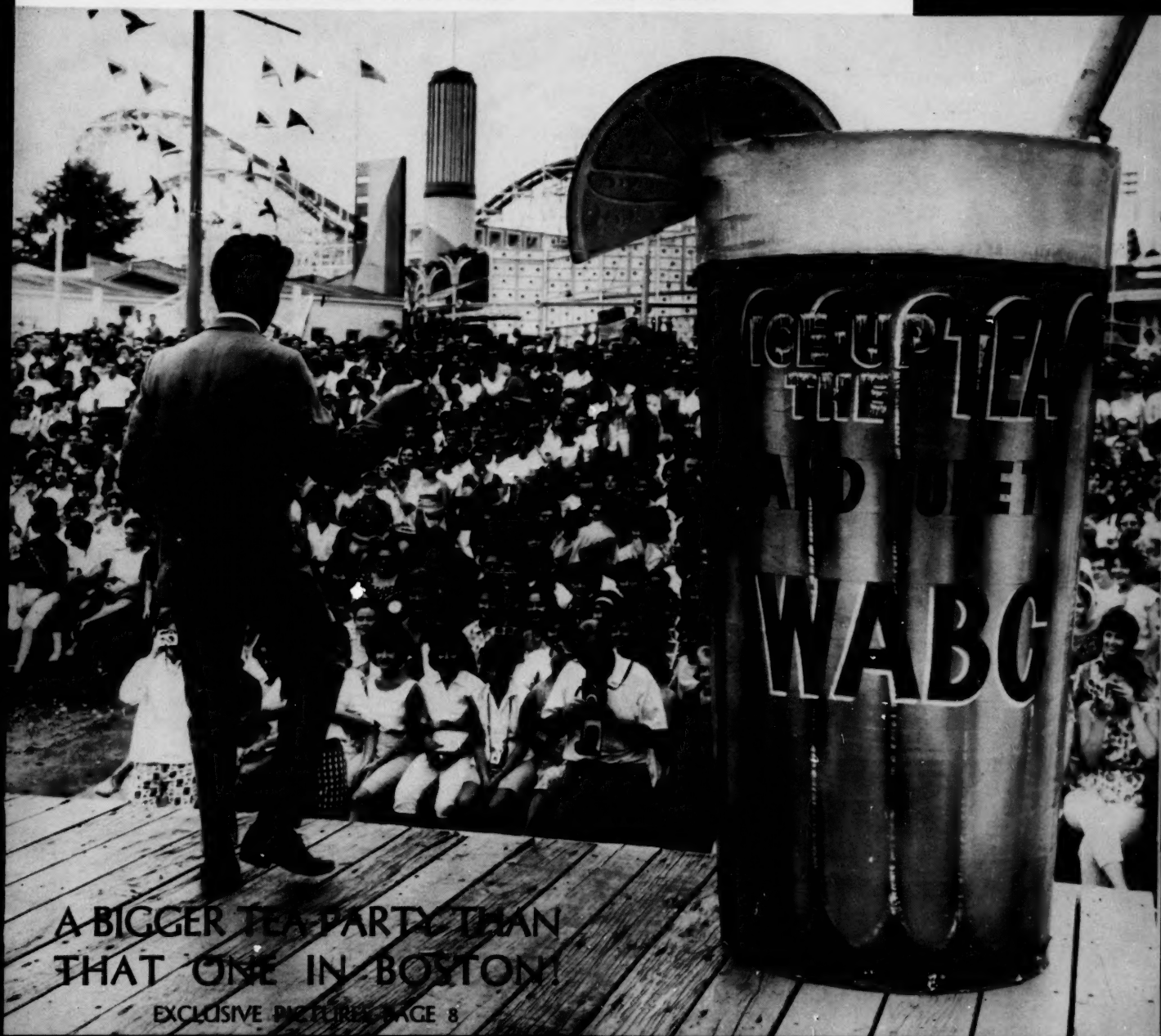


COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

SEPTEMBER
1961

FORMERLY THE SPICE MILL • 84th YEAR



A BIGGER TEA PARTY THAN
THAT ONE IN BOSTON!

EXCLUSIVE PICTURE PAGE 8

C. E. BICKFORD
NEW YORK, 120 WALL STREET

AND **CO.**
SINCE 1886

COFFEE BROKERS and AGENTS
427 GRAVIER STREET, NEW ORLEANS

In 1959, we asked 1,800 New York households which coffee was the world's best.

A few knew. Then we put Juan Valdez* on TV for 55 weeks.

When we checked again in June, 1961, what do you think happened?

Rating of Colombian coffee as "the best," shot up a staggering 325%.[†]



BEFORE 9.2%



AFTER 38.4%

[†]The response in Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, Washington and Cleveland was pretty good, too—465% increase! And that's nine more good reasons for featuring Colombian Coffee in your brand.

*Proprietary mark of the National Federation of Coffee Growers of Colombia.



KFAS machine by Swiss Industrial Company prepackages coffee swiftly and efficiently in PLIOFILM lined bags

Thriftiest way to keep coffee fresh



It's the PLIOFILM liner that makes it possible for American Stores, and many others, to pregrind, prepackage their coffee—keep it fresh and sell it at lowest cost.

Only a PLIOFILM liner preserves freshness and flavor by sealing out oxygen, yet transmitting CO₂.

Other dollars-and-cents factors: the old-fashioned coffee grinder is gone, and so are the waste and inconvenience. There are also big savings in space and machine maintenance. For complete information, write: Goodyear, Packaging Films Dept. 133, Akron 16, Ohio. Lots of good things come from Goodyear.



PLIOFILM by **GOOD YEAR**

Plioilm, a rubber hydrochloride—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

PREFER • IMPORT • BUY • DRINK

D. SARAIVA



Portuguese
Coffee

ANGOLA

CABO VERDE • S. TOMÉ • TIMOR

JUNTA DE EXPORTAÇÃO DO CAFÉ

RUA AUGUSTA, 27 — LISBOA — PORTUGAL

**GRAND
PRIX**



Coffee & Tea Industries and The Flavor Field, published monthly by the Spice Mill Publishing Company, 104 Water Ct., New York, N. Y.
Subscriptions \$5.00 a year, 50 per copy, September 1961, Vol. 84, No. 9, Second Class postage at New York, N.Y. and Staten Island, N.Y.

COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

SEPTEMBER, 1961

MEMBER OF
NCA

MEMBER OF
TEA ASSOCIATION
OF THE U. S.

VOL. 84, NO. 9

THE PUBLISHERS PAGE	5
TEA COUNCIL BREWS A PROMOTION	8, 9
ADVERTISER OF THE MONTH (C. H. DEXTER & SONS, INC.)	12, 13
INSTANT + YOUTH = MORE SALES?	15
CAPSULE REPORT (LABOR)	17
SPICE OF LIFE	19
USE OF ESSENTIAL OILS	21
TOMORROW'S TEA CUSTOMER: WILL SHE BE THERE?	22, 23
SHIP SAILINGS	40
REGIONAL TRADE NOTES	49
INDEX TO ADVERTISERS	52

STAFF:

Publisher, Robert A. Wood, Jr.; Editor, Lash Bauman; Advertising Manager, Neil McGowan; Business and Circulation Manager, E. Redmond; Consultant, E. F. Simmons.



84th Year

T. M. Reg.

AREA REPRESENTATIVES:

Southeastern Representative — Samuel B. Wade; **New Orleans** — Martha Ann Samuel, 1225 Washington Avenue; **West Coast** — Warren Kludt, 301 Second St., San Francisco 7; **Midwest** — Robert J. Scott, 4149 W. Barry St., Chicago 41; **Mexico City** — Douglas Grahme, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praca Maua, 20-s/217; **Pakistan** — Khalid Askary, 8 Razzagzakar Bldg., Burns Road, Karachi.

SUBSCRIPTION PRICES:

\$5.00 per year, U. S. A.; \$5.50, Canada; \$6.00, Foreign. Published monthly. Copyright 1961 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., Whitehall 4-8733.

SEPTEMBER, 1961



Single urns available with 3 or 5 gal. capacity.

NOW—
BREW BETTER COFFEE
the way the
COFFEE BREWING
INSTITUTE does!



Twin urns available with 6 or 10 gal. capacity.

CECILWARE

Series '61' coffee URNS
FEATURING THE
GRIDDED RISER

Each month, experts from the Coffee Brewing Institute give brewing demonstrations before thousands. And the urn method they recommend uses the Gridded Riser. It creates a flat, level coffee bed which forces all the water to filter faster for correct extraction.



Write for our
new catalog
Number 50

CECILWARE-COMMODORE

43-05 20th Avenue, Long Island City 5, N. Y.



Tea Bags Gaining in Popularity:

Food Field Reporter (June 19, 1961)

In its June 19 issue, Food Field Reporter summarized the findings of a recent survey (conducted by Nesbitt Associates Ltd., Product & Package Designers, New York) among 134 home-makers who purchase tea in supermarkets.

"The study revealed," reports FFR, "that the tea bag is gaining in popularity."

It cites the three reasons, uncovered by the survey, for this gain: convenience — keeps the tea fresher — more sanitary. C. H. Dexter & Sons, Inc., Windsor Locks, Connecticut.

AS PROMISED . . .

In our editorial remarks last month, we are pleased to introduce the two people who are going to bring COFFEE AND TEA INDUSTRIES to the fore in serving our industry.

Many new features and services are being planned. As future issues roll off the presses, we know you'll find COFFEE AND TEA INDUSTRIES has once again become the authority in our field.

Now, meet our new editor . . . Lash Bauman. Lash comes to us with an excellent background in editorialship, sales and merchandising. A background that should reflect to our industry's greater benefit as new features, departments, and sales & merchandising sections are added to the magazine . . . thus making COFFEE AND TEA INDUSTRIES truly your trade paper. Lash plans to meet you personally, either in your office or at the shows.

And, our new advertising manager . . . Neil McGowan. Neil was with the Advertising Department of the Herald Tribune for eight years and three years with the N. Y. World Telegram and the Sun. He will be around to see you soon.

We feel with this new staff, that COFFEE AND TEA INDUSTRIES is entering a new era of service to the trade. Our friendship over the years has been wonderful . . . we expect it to continue for many more.

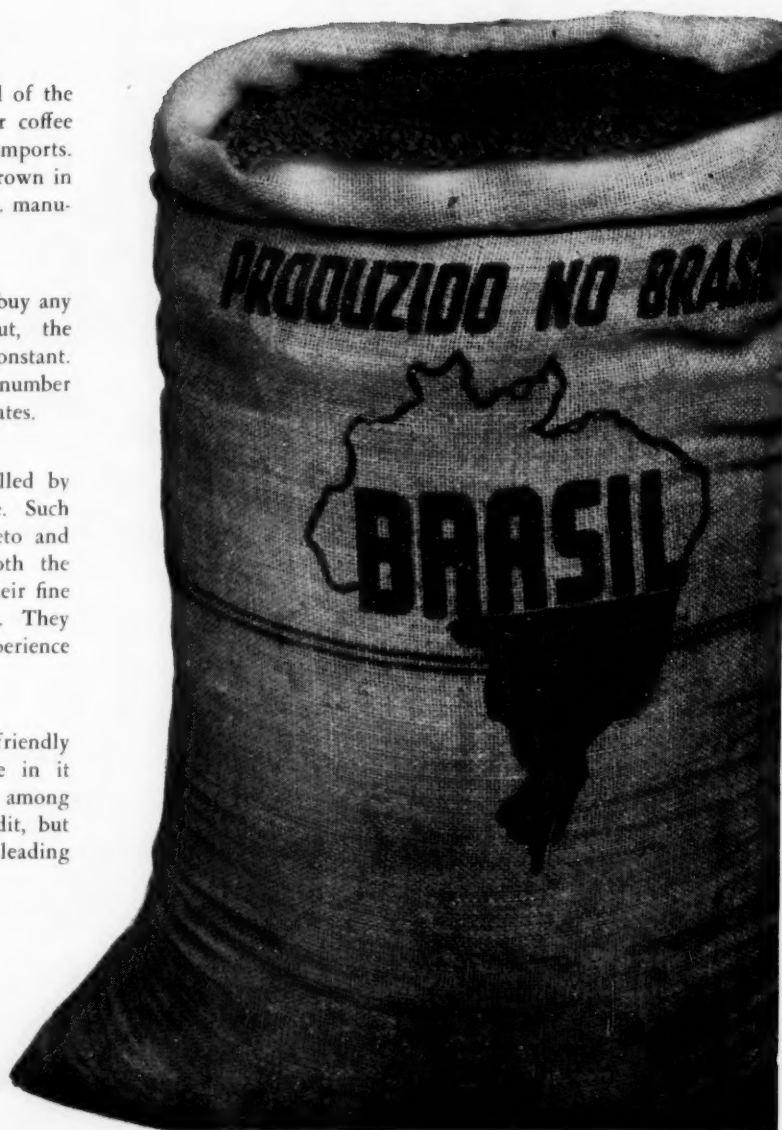
BRAZILIAN COFFEE — U. S. NO. 1 FOOD IMPORT

YEAR AFTER YEAR, the demand of the people of the United States for coffee has made it the largest of all food imports. The major portion of this coffee is grown in Brazil. Brazil, in turn purchases U. S. manufactured and processed products.

U. S. consumers, of course, can buy any coffee they choose. But, the nationwide taste for Brazils remains constant. Obviously, Brazilian Coffee is the number one food import into the United States.

THE variety of Brazils is unequalled by any other single source of coffee. Such crops as the Campinas, Ribeirao Preto and Sul de Minas are renowned by both the public and coffee experts alike for their fine quality, full body, flavor and aroma. They are a result of generations of experience found only in Brazil.

COFFEE is well known as a friendly drink—and the great commerce in it helps to weld bonds of friendship among nations. All coffee men deserve credit, but we of Brazil are proud to make a leading contribution.



BRAZILIAN COFFEE INSTITUTE



BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

SEPTEMBER, 1961

120 WALL STREET, NEW YORK 5, N. Y.



Scenes of the crowd of "Teeners" (estimated at 100,000) who attended the 2-day "Welcome Home Tea Party" for WABC DJ Bruce Morrow.



EXCLUSIVE PICTURES

The police had their hands full with "swooners."



FREE AT PALISADES AMUSEMENT PARK
15 MILE SOUTH OF NYC
SEPTEMBER 9 & 10 SAT & SUN 2 TO 4 PM

WELCOME HOME TEA PARTY FOR
WABC's Fabulous Disc Jockey
BRUCE MORROW
THE COOLEST PARTY EVER!
(Even bigger than the Boston Tea Party)
SAT SEPT. 9
OF PERSON
FABIAN
IN PERSON SUN SEPT 10
Chubby CHECKER

PLUS SAT. SEPT. 9 AND SUN. SEPT. 10

★ BOBBY LEWIS	★ THE BOBETTES
★ CHUCK JACKSON	★ BOB CREWE
★ THE SHIRELLES	★ NINO & THE EBETIDES
★ THE REGENTS	★ THE JIVE FIVE
★ FRANK GARI	★ THE MELLO KINGS
★ THE ECHOES	★ RONNIE SAVOY
★ JO ANN CAMPBELL	★ TIMI YURO
★ THE VISCOUNTS	★ THE EARLS
★ CATHY JEAN	★ THE MYSTICS
★ THE ROOMMATES	★ DONNIE & THE DREAMERS
★ THE RAYS & MANY OTHERS	

Admission 6 USED TEA BAGS OR 30¢

3,000 of these posters were distributed throughout metropolitan New York.



Six used tea bags were the price of admission.

EXCLUSIVE PICTURES

Eddie Hodges of the "Music Man" and Bruce Morrow, WABC DJ, enjoy a glass of iced tea together.



Tea Council Promoting Tea to Teens . . .



Teen
Age
Tea
Party



Over the past weekend, Sept. 16-17, four in-home "Teen Age" Tea Parties were held at which WABC Disc Jockeys were the honored guests. The DJ's supplied the "talent and the tunes" and the Teen-age Host provided the "teens and the tea." In the pictures above, Miss Lynn Formichella, of Summit, N. J., is seen serving Iced Tea to Scott Muni, WABC DJ and to the hosts of teens who attended her party. A great time was had by all.

A major promotion to build an awareness of iced tea among young adults was launched over radio station WABC by the Tea Council of the U.S.A., Inc.

The promotion, running from Sept. 1 to Sept. 30, is using three top disc jockeys, who are idols for teen-agers, to help create an image of tea as the smart "in" drink for young people.

The three DJ's, Bruce Morrow, Scott Muni and Dan Ingram, invite listeners to invite them to tea parties at listeners' homes. Each DJ attends five parties weekly at which they play records and distribute gifts.

Parties are selected on the basis of cards sent in by listeners. The DJ's offer to supply the "talent and the tunes," if the listeners supply the "teens and the tea."

In addition to home parties, the station sends its mobile unit, re-named the "WABC Tea Wagon," to a different high school each day. A converted bus, the "Tea Wagon," features a disc jockey each day who plays recorded music, serves iced tea and extolls its virtues.

A week-end tea party, September 9-10, billed as "Bigger Than The Boston Tea Party," attended by 100,000 "Teenagers" (pictures on preceding page), was held in Palisades Park as part of the promotion. The disc jockeys invited their listeners to the party. They offered free admission and four free rides to the first 20,000 presenting six used teabags.

The party was promoted by thousands of posters, and by the park on its sponsored radio and TV shows, as well as in paid space taken by the park. In all cases, tea is featured as the smart drink for young people who are in the know.



Greetings to the
16TH ANNUAL CONVENTION

OF

**The Tea Association of the United States
and Allied Trades**

ARABAN COFFEE CO., INC.

Wild Rose Tea and Araban Coffee

63-66 Commercial Wharf Boston, Mass.

JABEZ BURNS & SONS, INC.

Coffee & Tea Machinery

11th Ave. at 43rd Street, New York 36, N. Y.

**CAMBRIDGE
COFFEE CO., INC.**

Tea & Coffee Packers

5137 Lake Park Ave. Chicago, Ill.

CONTINENTAL COFFEE CO.

Tea & Coffee Packers

2550 N. Clybourn Ave. Chicago 14, Ill.

DENNISON MFG. CO.

Framingham, Mass.

*For Tea Tags call or write nearest
Dennison Sales Office*

EPPENS, SMITH CO., INC.

Tea Importers—Tea Bag Packing

520 Secaucus Road Secaucus, N. J.

Greetings . . . to the members of the Tea Association of the United States and the allied tea trades at your 16th Annual Convention . . . from the staff of the COFFEE AND TEA INDUSTRIES!

Robert A. Wood, Jr.
Publisher

E. Redmond
Business Manager

Lash Bauman
Editor

Associate Editors

Neil McGowan
Advertising Manager

Correspondents

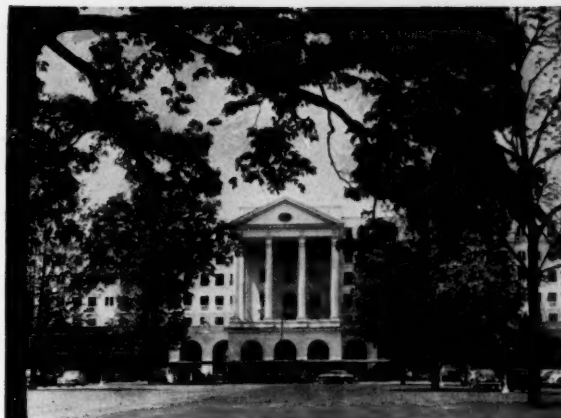
COFFEE AND TEA INDUSTRIES

Your Industry Trade Paper

106 Water Street

New York 5, N. Y.

This is the Greenbrier! America's premier resort . . . as old fashioned as an anti-macassar and as modern as a thermostat. A "way of life" carried on smoothly and flawlessly under the management of the resort world's most recognized executives and staff. This is the location of your convention, 1961.



MAX HORWITZ CO., INC.

*Tea Merchants
Tea Bag Manufacturers*

194 Water St., N. Y., BOwling Green 9-8158

MAERSK LINE

*Moller Steamship Company, Inc.
General Agents*

67 Broad Street New York 4, N. Y.

A. W. McADAM COMPANY

Tea Brokers

131 State St. Boston, Mass.

SPICE ISLANDS COMPANY

Spices, Herbs, Vinegars, Coffee, Tea

100 E. Grand Ave., South San Francisco, Calif.

TETLEY TEA CO., INC.

Tea Blenders and Packers

483 Greenwich St. New York 13, N. Y.



The prestige of
fine tea & coffee

MARTIN GILLET & CO., INC.

Tea Packers

5 South Haven Street Baltimore 24, Md.

SALADA FOODS

Packers of Salada Tea and Junket Desserts

SALADA-SHIRRIFF-HORSEY, Inc.

399 Washington Street Woburn, Mass.

Compliments of

WHITE ROSE TEA

FRANCIS H. LEGGETT & CO., 40 W. 225th St.

Subsidiary of

SEEMAN BROTHERS, INC. New York 63, N. Y.

WILKINS COFFEE CO.

Coffee Roasters and Tea Packers

525 Rhode Island Ave., N. E. Wash. 2, D. C.

200 BILLION TEA BAGS made from DEXTER & SONS, INC., PAPER

25 Year Old Invention Is Responsible For Changing Tea Packing, Selling and Drinking Habits

Twenty-five years ago the research department of a paper mill located in Windsor Locks, Connecticut, announced the development of a product that has changed the habits of tea packers and tea drinkers throughout the U. S. and Canada. The development: the first successful tea bag paper. The developer: C. H. Dexter & Sons, Inc., now the world's major manufacturer of tea bag paper.

The new paper was the result of a long and patient research project undertaken by Dexter management during the depths of the depression. The proof of management's foresight is best shown by the complete acceptance tea bags now have.

A recent survey by Nesbitt Associates, Ltd., product and package designers, showed that the popularity of the tea bag stemmed from three main things: convenience, freshness, cleanliness. Women surveyed said that the tea bag was much more convenient than measuring loose tea and that the neat bag was preferred over the mess created by loose tea. They also said that the packaging of tea into the smaller bags kept the tea fresher and that the tea bags were more sanitary.

200 Billion Tea Bags

In the last 25 years Dexter has sold enough tea bag paper to make 200 billion tea bags.

Dexter's entry into the field came about through the efforts of Fay H. Osborne, now Dexter's Senior Vice President. Mr. Osborne knew there was a market for a tea bag paper that would hold all of the small tea particles, permit good infusion, impart no taste and which could be formed on regular tea bagging equipment.

Moreover, he knew that such a paper could be developed—even though it was completely different from the papers which were currently in the Dexter product line: stationery bonds, antitarnish silver wrap and other short-fibered papers.

Dexter's management stood fully behind Osborne and put the necessary research funds and manpower at his command. Not only did the fiber have to be developed, the company would have to develop new machinery too. In 1932 the research lab for this project was opened. By 1934 the development had reached the hand sheet stage. The next step was to develop a paper machine which could handle a continuous long-fibered web. One of Dexter's machines was put at Osborne's disposal, and after seemingly endless trial runs, the commercial grade was in production. By mid-1938 both the product and the manufacturing process had been granted U.S. and several foreign patents.

"Throughout this long project," Mr. Osborne notes, "the tea packers cooperated fully at every stage. Without their help, we couldn't have been successful."

The development of the tea bag, however, didn't stop at this point. Ever since the original paper was announced, Dexter's engineers have been hard at work making it better. One of the first projects was to make the paper heat sealable. At first, tea bags were stapled,



Giant rolls of tea bag paper form the background for three C. H. Dexter & Sons, Inc., executives. From left: Allan Q. Johnston, Vice President, Marketing; Fay H. Osborne, Senior Vice President, responsible for Dexter's development of tea bag paper; and David L. Coffin, Dexter President.

tied, or sewn. In 1945 Dexter announced the availability of a heat-sealable paper which held the tea but did not disguise nor conceal its full flavor. This paper could be handled on conventional machines in the usual heat-sealing process.

Dexter started experimenting with thermoplastic heat-sealing materials in 1941. First experiments showed that if the thermoplastic material was applied in the normal way, it closed the pores of the web and limited infusion.

A temporary solution was developed in which the regular nonheat-sealable web was sprayed with thermoplastic on one side in droplets. A method for spraying was devised by Dexter engineers so that the bags would seal, and yet none of the taste or odor of the thermoplastic materials remained on the paper. A patent on this spraying process was granted, but before it was issued, the patent was withdrawn because a permanent fiber solution had been found.

Again the new heat-sealable web required new fiber materials as well as new equipment. During the late 40's Dexter received domestic and foreign patents on this development.



The fast-moving Connecticut River moves past one side of C. H. Dexter & Sons, Inc., in Windsor Locks, Connecticut. At the extreme right hand side of the picture is the nearly finished new addition to the 194 year old paper mill. The new addition, costing \$5,000,000, will be opened next year. The light colored building at the left is the new power plant.

Last year the company announced the availability of an improved heat-seal paper which permits faster infusion of the tea and incorporates better taste characteristics than predecessor heat-seal grades. For many years Dexter has also been a major supplier of nonheat-sealed tea bag paper. This lightweight grade presented many technical problems which have been solved by Dexter engineers working closely with tea packers.

Quality Control

In addition to its constant product development operations, Dexter also maintains a very strict quality control procedure to see that all Dexter tea bag paper meets Dexter's standards.

Engineers constantly test the paper to see that it has the correct ream weight total, ream weight thermoplastic, dry tensile machine direction, dry tensile traverse direction, wet mullen burst, dry mullen burst, grain ratio, porosity, thermoplastic distribution, heat-seal seam strength, string pull strength, infusion, color, hydrogen iron concentration, taste, hydrolysis. In addition to these, the paper is tested for its aging characteristics and to check on its deterioration in storage.

Changes In Dexter's Product Line

Tea bag paper for all its importance is not Dexter's only paper product. As a matter of fact, the development of this long-fibered, silky soft paper actually spelled the end of Dexter's traditional business. One by one Dexter's traditional paper products were dropped, and instead, the company became "custom creators," suppliers of highly

specialized and highly technical paper for specific purposes. All of these papers are based on long-fibered technology—a by-product of the tea bag paper development. Among the unusual fibers now used by the company in its papers are glass, ceramics and quartz.

The company has also adapted its long-fibered webs for such products as fibrous meat casings, duplicating stencils, oil and air filters. One new Dexter paper is being used as a liner in men's suit and raincoat collars. Made of 100% polyester material, this paper can be washed like cloth.

One of Dexter's papers is used to monitor radioactivity aboard nuclear submarines and ships. A special ceramic paper is used in installations where temperature ranges from -459°F to 3000°F. This is designed for such uses as cryogenic vessels and absolute filters.

Dexter Expands Manufacturing Facilities

In order to process these new papers, Dexter has constantly had to install new machinery and enlarge its plant space. In 1947, 1955 and in 1958 new machines were added to the Windsor Locks plant. A new building housing two of the largest machines was dedicated in 1955.

Just this summer Dexter Directors toured a new \$5 million plant expansion which includes a brand new power plant, a specially designed paper machine and supporting equipment, a rewinding department and pulp mill. This new building which will nearly double existing plant space is scheduled for full operation by next year.

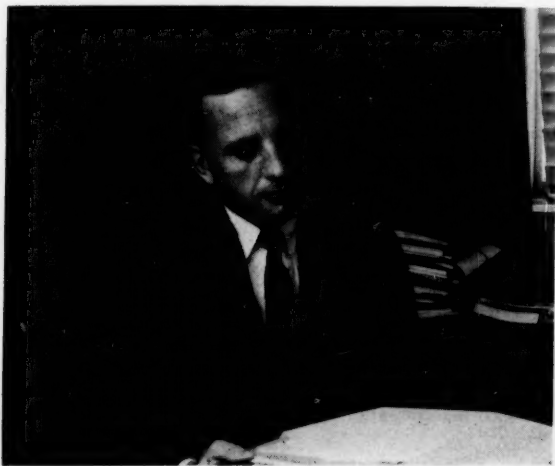
194 Years Old

C. H. Dexter & Sons, Inc., now 194 years old, began operation in 1767 as a saw mill on the same Windsor Locks site it occupies today. Later this business was expanded into a grist mill and the handling of Turk Island salt.

The first paper was made in the 19th century by C. H. Dexter, who experimented with wrapping paper made from manila rope. This paper, Mr. Dexter reported, required "a man of some pull to tear it." He quickly saw the possibilities inherent in this paper and set up a separate paper mill to produce it.

From then on Dexter was in the paper business. Dexter, for example, is credited with introducing the first packaged sheets of toilet paper. In 1910 the company made the first condenser or capacitor paper for dry-type condensers or capacitors. Dexter also made the first catalog cover paper and one of the more popular metal tarnish preventative tissues.

C. H. Dexter & Sons, Inc., has two subsidiaries which operate outside Windsor Locks. In 1959 Dexter bought the Standard Insulation Company of Rutherford, New Jersey, manufacturer of laminates, pre-impregnated materials and cap liners. The other subsidiary is the Chemical Coating Company, Rocky Hill, Connecticut, which formulates a wide variety of industrial finishes and coatings.



Harold V. Fleming, Product Manager—Tea Bag Grades.

An Englishman 'discovered' iced tea — in America

With another World's Fair in prospect three years hence, storytellers are trotting out legendary yarns about previous U. S. extravaganzas.

One such bit of Americana dates back to the 1904 Louisiana Purchase Exposition at St. Louis. It concerns iced tea and how it was accidentally "discovered" there by a visiting Englishman.

Richard Blechynden came to the St. Louis Exposition from the Far East to popularize tea at a colorful tea-house he set up.

The weather was unbearably hot. Visitors to his exhibit passed up the refreshment of hot tea for ices and other cooling drinks available elsewhere throughout the fairground.

Determined to accomplish his mission, young Blechynden put ice in his hot tea and, low, a new summer drink was born.

According to The Nestlé Co. Inc., maker of Nestea instant tea, U. S. tea drinkers last year spent almost \$200 million on tea, either in bulk, bags, or instant. Instant tea accounts for an ever-increasing share of total consumption, its growth due mainly to iced tea consumption.

The fact that iced tea can be made with cold tap water is helping to spark the growing popularity of instant tea. A teaspoon of instant Nestea added to a glass of cold water makes a refreshing summer beverage in seconds.

Tea, of course, is as old as recorded history, yet as up-to-date as tomorrow's newspaper. Nestlé points out that tea has maintained its popularity through the world's ever-changing social patterns, and today is the most widely-drunk beverage after water.

C. H. Dexter & Sons, Inc. to sell Tea Bag Paper directly to packers

C. H. Dexter & Sons, Inc., will sell its tea bag paper directly to tea packers beginning September 1, according to an announcement by Allan Q. Johnston, Vice President - Marketing. The change in distribution will mean closer liaison between the packer and the manufacturer. At the same time Mr. Johnston announced that Dexter has retained the services of Aldine Paper Company as a consultant for the tea industry.

According to Mr. Johnston, "Dexter's decision to assume the distributor's role came as a result of a long and careful study to determine how the company could most efficiently serve tea packers. Through this direct sales approach, we feel we can more effectively carry out our program for improving the efficiency of our tea bag grades."

Twenty-five years ago, C. H. Dexter & Sons, Inc., developed the first successful tea bag paper. Now the world's leading supplier of tea bag paper, Dexter has sold enough paper to make nearly 200 billion tea bags.



Enjoy a real "change of pace"
at the Greenbrier!

[Wish I could be with you, but I'll see you all on "The Jack Benny Program" for Brisk Lipton Tea on CBS television, starting Sunday night, October 15.]

Jack Benny

A warm welcome to all our friends from
"Brisk" Lipton Tea—the "Change-of-Pace Drink!"



Instant + Youth = More Sales?

Instant tea is coming in for greater consideration as the trade ponders ways of expanding usage now and gaining a greater portion of tomorrow's market.

Trade thinking is particularly directed toward iced tea, which accounts for the bulk of consumption, and young Americans, who, between teen-agers and young 'twenties, form about half of the population.

The iced product is a bulwark of the tea trade while essentially a summer drink. The industry is striving on many levels to educate the public into turning it into a year-round beverage.

Observers point that habit-bound public feeders put away their iced tea equipment when the hot weather ends and thus cut off this valuable source of revenue to themselves and the industry. Promotional efforts, therefore, have been two-pronged; toward the public to create greater demand and toward the restaurant field to satisfy it.

Not much headway has been reported with the latter in direct efforts. However, where the public has become iced-tea conscious during the "off season," restaurant people have "stayed open for business," according to trade accounts.

Iced tea occupies a good deal of trade though not because of its volume but because of the part which instant tea has played in making it more popular.

The brewing of tea is admittedly a lengthy and arduous process if compared with bottled drinks. The latter only requires the opening of the refrigerator door and a quick snap of the cap or can.

Instant tea, which can be mixed hot or cold, eliminates the time factor, an all-important consideration with regard to impatient youth. This may be partly the reason why tea drinkers are generally found in the older age groups, particularly in the 50 to 60 year-old bracket, according to the trade. The old-timers will patiently wait for the pot to boil; youth will not.

Young Americans, furthermore, are not conditioned to drinking tea. As one observer put it: "They'll drink it when they are sick because they know it's good, but as soon as they get well they forget about it."

This could be a revealing observation. Many people are aware of tea, all of us have drunk it at some time or other. We like it. What remains is for the industry to create a conditioned reflex within the public so that when it wants a drink it will say: "Gee, I wish I had a cup of tea!"

The young American market is a tricky, as well as a tempting one to sell. A colossus in size as well as consumption, it is sensitive, fashion and diet-conscious (in spite of some horrifying eating habits) and utterly ruthless in rejecting what it dislikes.

The soft drink people have established themselves in this market by a staggering outpouring of wealth in advertising and promotion and by not only tailoring themselves assiduously to youthful tastes but by even creating the fashion which has lured youngsters to their wares.

How well they have succeeded is shown by the way

some brand names have become part of the language and even the target of Soviet invective a few years ago when they could not quash the beverages' popularity in certain countries the Reds were trying to take over and the drinks represented an American image.

Added to this there is the combined hammering away of the fruit, beer, coffee and milk industries, which with soft drinks, spent an estimated \$651,000,000 in 1960, according to the Tea Council, in an attempt to get people to consume their products, as compared with an estimated total tea industry promotion expenditure between \$14-18,000,000.

While all this may not have been aimed at young people, they read, hear and see, and are influenced. Furthermore, the coffee trade recently initiated a campaign directed specifically at them, having decided finally to break down the age-old taboo which has kept this set from consuming caffeine beverages.

Despite the formidable opposition arrayed against it, tea, on its own merits has excellent qualifications for success.

For instance, youngsters are tremendously interested in sports. Tea has always been welcome at the training table. It is recognized as having a beneficial pickup, as well as having a light and clean taste.

Many kids, going through an awkward and painful transition period, have weight problems. According to Tea Council statistics, tea has only 4 calories per 6 fluid ounce serving, the lowest of a long list of beverages of every type.

Probably above all things, youngsters are fad and fashion conscious. This is the strongest point in favor of soft drinks and the weakest for tea. Make a drink "right" for kids and they will go for it, whether it is good or bad for them. Their ventures into alcohol and the dire results prove this.

The job resolves itself then, to selling that difficult intangible, "correctness." Whether tea can do the job with the money available is something else again.

It appears, however, that a combination of instant and youth—"A young product for young people"—could be turned into a dynamic team, affording tea a bright chance of gaining a bigger share of this market today and tomorrow.

Junior Board elects

George Hanniford, treasurer of the Tetley Tea Co., New York, was elected Chairman of the Junior Board of Directors of the Tea Association of the U.S.A. at the September 13 meeting. Richard Field of Brownell & Field Co., Providence, R.I., was elected Secretary-Treasurer. Both positions are for one-year terms.

Members of the Tea Association elected to the Junior Board for three-year terms were Jack Painter, Henry P. Thompson, Inc., St. Louis, Mo.; Joel Margolies, Tea Pack Co., Carle Place, L. I.; Leonard Eisenberg, Seaman Bros., Inc., New York City, and Robert Dannemiller, Dannemiller Coffee Co., Brooklyn, N. Y.

Inspired new way to sell coffee:

MUGMATES

I go for Coffee... You go for Coffee... Let's go for Coffee together

MEET MUGMATES. INSPIRED NEW WAY TO GO FOR COFFEE!

MUGMATES BUSTING OUT ALL OVER

"Matching coffee cups to go with matchless coffee flavor—MUGMATES!" It's a delightful new fad for young people, and an important new breakthrough for coffee people. Because with the Mugmates, the Pan-American Coffee Bureau has devised the first major campaign to advertise coffee directly to America's vast youth market. Addressed to readers of *Seventeen*, *Go-Ed*, and *Ingenué* magazines, this series has won wide acceptance. Thousands of letters have come to the Bureau from students, parents, civic and church groups to ask for information on designing Mugmates. (What are you doing to win young people over to coffee?)

**PAN-AMERICAN
COFFEE BUREAU**

The Fair Labor Standards Act, As Amended

— Effective September 3, 1961 —

Here, in brief, are the major provisions of The Fair Labor Standards Act, as amended. We believe that this article is of value to businessmen in all fields of endeavor.

It should be borne in mind that the newly amended Fair Labor Standards Act provides different minimum wages and overtime standards for two kinds of employment:

- (1) Employment subject to the law prior to the amendments of 1961.
- (2) Employment brought under the law by the amendments of 1961.

As pertaining to Coverage, Minimum Wage and Overtime Pay, what are the provisions applicable to employment covered prior to 1961 amendments?

Coverage: Employees engaged in or producing goods for interstate commerce or in occupations closely related and directly essential to such production, except where a specific exemption applies.

Minimum Wage: At least \$1.15 an hour beginning Sept. 3, 1961; and at least \$1.25 an hour beginning Sept. 3, 1963.

Overtime Pay: Not less than one and one-half times the employee's regular rate of pay for hours over 40 in a workweek.

What provisions are applicable in the above three areas to employment under the 1961 amendments (P.L. 87-30)?

Coverage: Employees newly covered include the following—

- Employees in retail and service, local transit, or other enterprises with gross annual volume of sales of at least \$1 million (exclusive of excise taxes at the retail level in retail and service, local transit enterprises, and gasoline service stations).
- Employees in construction enterprises doing a gross annual business of at least \$350,000.
- Employees of gasoline service stations which have gross annual volume of sales of at least \$250,000 (exclusive of excise taxes at the retail level in retail and service, local transit enterprises, and gasoline service stations).

Minimum Wage: At least \$1.00 an hour beginning Sept. 3, 1961; at least \$1.15 an hour beginning Sept. 3, 1964; and at least \$1.25 an hour beginning Sept. 3, 1965.

Overtime Pay: No overtime premium is required until Sept. 3, 1963. Overtime, not less than one and one-half times the employee's regular rate of pay is required after 44 hours beginning Sept. 3, 1963; after

42 hours beginning Sept. 3, 1964; and after 40 hours beginning Sept. 3, 1965.

So much for the specific differences as regards the two kinds of employment. The following highlights of the Act are of overall interest.

Records: Employers are required to keep records on wages, hours and other items in accord with regulations issued by the Secretary of Labor.

Exemptions: Neither the minimum wage nor the overtime requirements of the Act are applicable to employees of the following types of businesses—

Hotels, motels, restaurants, motion picture theaters and hospitals; amusement or recreational establishments operated on a seasonal basis; institutions which are primarily engaged in the care of the sick, aged, mentally ill or defective residing on the premises.

The minimum wage and overtime exemptions for retail and service establishments are changed to exclude establishments in newly covered enterprises. It should be noted, however, that the present exemption would continue for any such establishment having annual sales of less than \$250,000.

Other specific minimum wage and full or partial overtime exemptions are applicable in certain occupations and industries. For information concerning these exemptions, contact your nearest Wage and Hour and Public Contracts Divisions.

Child Labor: The prohibition of the employment of oppressive child labor in interstate commerce, in the production of goods for interstate commerce, or in or about establishments producing goods for shipment in interstate commerce is extended to any newly covered enterprises.

The law sets a minimum age of 16 for general employment and 18 for work in jobs declared hazardous by the Secretary of Labor. By regulation of the Secretary, a 14-year minimum is provided for employment outside school hours in such occupations as office and sales work with limitations as to daily, weekly, and night hours.

Enforcement: Failure to pay statutory minimum wage and overtime compensation results in cumulative back wage liabilities. Unpaid wages may be restored under the supervision of the Secretary of Labor or recovered through court action brought by the Secretary or the employees. Serious violations of the law may result in civil or criminal action. Records required by the law must be available for inspection by representatives of the Divisions.

ROBUSTA COFFEE

from IVORY COAST



STANDARD IN
COLOR • QUALITY • SIZE

**CAISSE de STABILISATION des PRIX
du CAFE de la COTE d'IVOIRE**

**POST OFFICE BOX 1839
ABIDJAN**

**CHAMBER
OF
COMMERCE**

**P. O. BOX 1399, ABIDJAN
IVORY COAST, WEST AFRICA**

SPICE OF LIFE

by PHILIP S. GUTRIDE, *Gourmet*

Spice has always played an important role in the development of life. As early as 1729 B.C. spice was mentioned in the 37th Chapter of Genesis, when Joseph was sold into slavery to the Ishmaelites, a people who came from Gilead, their camels bearing aromatic "spicery," balm and myrrh. Spices that delighted man in primitive ages still intrigue man today, because spices used for healing, living and offering to the gods increased in use everyday.

The ancient Phoenicians made offerings to their gods and the Egyptians followed their example with prayers to the god of vegetation named Osiris who was wise with knowledge about all plants. It was because of this prayer they found a system of mummifying their kings and important personages. Spices originally used were anise, cumin and sweet marjoram, later cassia and cinnamon bark were added in embalming. These spices were also used for oils, perfumes and healing balms; caraway, cloves, coriander, saffron and sesame among them.

Although the Old Testament mentions spices many times in all five books, the New Testament makes little reference to it other than the often quoted chapter of St. Matthew where Christ likens the kingdom of heaven to a grain of mustard seed; and where the power of faith even if it be no greater than a grain of mustard seed, is mentioned. In the 23rd Chapter of St. Matthew the names of dill (anise), cumin and mint occur. In St. John when Christ is buried, and finally in the Revelation of St. John the Divine which tells of the great fall of the City of Babylon where cinnamon, odors and ointments shall be found no more.

In peace or war, in rich man's mansion or poor man's hut, spices have taken their place of honor in the lives of all peoples. Laurel wreaths decorated brave Roman soldiers. Spiced oils were used by athletes to anoint their bodies. Perfumes made from cinnamon, sweet marjoram and cardamon. Love potions from basil, coriander and garlic. Mint was added to milk to prevent its turning sour and also to keep it from curdling. Thyme had a threefold use: to flavor cheeses, liquors, and for fumigating purposes.

In 1269 when Marco Polo was seventeen, he traveled with his father and uncle to the domain of the Genghis Khan. Marco Polo in his adventures met many spice traders in Western Asia and he makes many references to spices. He particularly wrote about the use of sesame seed oil found in Abyssinia as being better and having more flavor than any other. There are however inconsistencies in his references to cloves which he said grew in China, but doesn't and he does not make mention of cinnamon in Ceylon, yet it grows abundantly there. He writes about black and white pepper which were consumed in enormous amounts by the people who lived under the rule of the Kublah Khan. At 79, on his deathbed, Marco Polo was asked to retract some of the unbelievable statements made in his book, he answered: "I have not told half of what I saw."

By the 15th Century the trade by Arab merchants centered around the East and Middle East. The Portuguese pushed their way in Africa from the Congo to the south

and the King of Portugal sent overland scouts to discover where spices grew. During that era, Christopher Columbus married the daughter of the governor of a Portuguese island and inherited upon his father-in-law's death, maps and letters telling of the crossing of the equator by the Portuguese.

Though Columbus knew they had found untold amounts of spices, he planned an easier way by traveling west instead of South to get him to the spice-growing lands of the Orient by a faster and shorter route than the ones he found in Marco Polo's writings.

After many futile years spent in approaching an uninterested king of Portugal, he brought his plans to Isabella and Ferdinand, but they were cool to the projects because they were advised by their counsellors against providing for such a trip. Meanwhile his brother put the plan before the King of England and later France, but had no success in both countries.

Finally in 1492, a friend of Columbus' in the Spanish court convinced Isabella that his (Columbus') plan was practical, and an agreement was set up giving Columbus many titles and one tenth tax free of all spices, gold and gems that emerged from his venture.

Though Columbus discovered new territory in island after island, he was an unhappy man. He admitted this when he wrote in his Journals that he could not properly identify the names of plants and trees. Actually he didn't know what lands he discovered, for although he found the New World and smaller islands, he thought the combinations of the large body of land and the smaller ones to be China and Japan.

In the remaining ship the Santa Maria, he brought back a white cinnamon and a pepper known as *agi* which is native to the West Indies. His king and queen were not delighted with this small representation of spices, but were elated because of the accumulation of land and prestige to Spain in the form of the New World.

Explorers such as John Cabot, Vasco de Gama, Ferdinand Magellan, Francis Drake and others set sail in quest of spices and developed new routes for their trading.

Wars were fought, and in the passage of time the use of spices in the Orient as well as the West were increased in demand. They became a necessary part of living for their zest, taste and variety. Although industries have developed the spice for food and medicine as an important factor in trade, it has slowly declined in Western civilizations and certain spices have been put on a competitive level with synthetic flavorings. In this day, new utilizations are experimented with in supplementing foods, liquors, perfumes, cosmetics and soap preparations in addition to those developed by the ancients centuries ago.

The ancient Phoenicians and Egyptians used hallmarks for their brand of identification, and industry today uses the same approach except for new packaging ideas.

Gone are the days when mortar and pestle had to be needed to grind fresh spices or in the early days of packaging when a spice box was opened it was doomed to be robbed of aroma and flavor.

The great increase in modern packaging is the use of

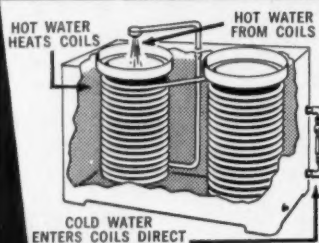
(Continued on page 29)

ALWAYS
a fresh water
cup of coffee



MELLOMATIC
(with automatic spray)

**THE
MELLOMATIC
WAY**



**The world's finest
coffee because it is always
made with fresh water.**

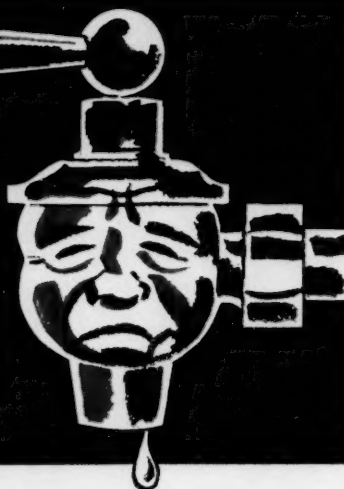
Coffee brewed the Mellomatic Way is made with fresh water direct from the tap... add coffee and push button. Tap water enters coils, is heated by the hot water in tank, and is discharged in desired amounts controlled by automatic-electric reset timer.

It's the Mellomatic for better brew, convenience, and economy.



3815 S. MAIN ST., LOS ANGELES 37, CALIF.
PHONE — ADAMS 3-8204
WESTERN URN MANUFACTURING CO.

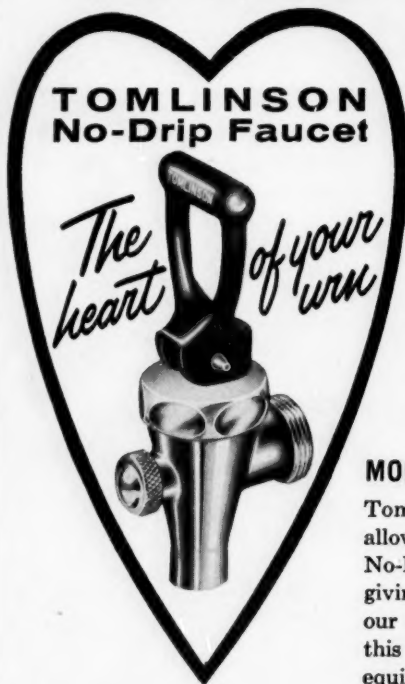
**OLD
FAUCET
TIRED?**



**TRADE IT FOR A
TOMLINSON**

**TOMLINSON
No-Drip Faucet**

**NO-DRIP
FAUCET**



FOR NEW EQUIPMENT:

There is a Tomlinson No-Drip Faucet for every purpose. For top quality and maximum service life **SPECIFY** and **INSIST UPON** "Tomlinson Faucets and Fittings" on all purchases of new equipment.

MODERNIZING OLD EQUIPMENT:

Tomlinson's liberal exchange policy allows you to obtain a new Tomlinson No-Drip faucet of any type or style by giving a credit on used faucets not of our manufacture. Take advantage of this policy **NOW** and modernize your equipment.

OLD AGE POLICY:

Our social security plan for faithful Tomlinson faucets guarantees lifetime service—a No-Drip faucet is never retired. To maintain peak efficiency, send your Tomlinson faucets to our sanitarium for a low-cost rest cure. We will send back a completely rebuilt replated faucet of the same type in perfect condition and backed by the same guarantee of performance and service as a new Tomlinson faucet.

Your faucet supplier is fully aware of this program. See him today, or write direct to:



The sign of distinction and quality service

TOMLINSON NO-DRIP FAUCET COMPANY

1601 St. Clair Avenue • Cleveland 14, Ohio

COFFEE & TEA INDUSTRIES and The Flavor Field

Use of Essential Oils In Flavoring Increased

by R. J. EISERLE
Fritzsche Brothers, Inc.

In our modern way of life essential oils have become that which their name implies: truly essential.

Odor and flavor have become an important part of our daily life and essential oils are primarily responsible for these effects. Almost every product with which we come into contact is related somehow to essential oils or products of the essential oils industry. The refreshing flavor of our toothpaste; the soft drink during the day; that piece of candy in the afternoon; our after-dinner cordial—all are products dependent for their effect upon essential oils industry.

Essential oils are the volatile odoriferous principles found in plant materials which give them their characteristic odor. These materials have been used throughout history. In Biblical times essential oils were used, and mention is made of them in the Bible. The Near East had a reputation for exotic perfumery during the Middle Ages. Europe became familiar with these products during the period of the Crusades.

FLAVOR AND PERFUMERY

During the Middle Ages, the European cultivated a taste for flavor and perfumery, after having been introduced to them by the peoples of the East. It became a matter of necessity to use spices with meat products, to conceal off-flavors or to preserve meat products—an important consideration in eras which did not enjoy the advantages of refrigeration. This need for spices led explorers to seek new routes to the Orient, which led in turn to the discovery of the American continent.

It is only in the last hundred years or so that essential oils have come to the forefront for use in *flavoring* whereas essential oils used for *perfume* composition have been known and produced for several centuries. These essential oils can effectively replace spices wherever the spice has been used.

The advantages are many. First of all, spices will tend to vary in essential oil content, thereby changing the flavor of the product in which they are incorporated. The isolated essential oil will always produce the same flavor effect, depending upon the amount used.

BULK STORAGE SAVING

Secondly, essential oils represent a very small part of the spice itself. In most cases, the ratio is approximately 2 per cent, with rare instances, such as clove spice, containing approximately 15 per cent of oil. Use of essential oils thereby does away with bulk storage of spice: one or more pounds of essential oil will replace hundreds of pounds of dry spice.

The third advantage of using essential oils is protection from contamination with vermin or other detrimental effects associated with storage of spices. Essential oils are free from impurities, and require none of the elaborate precautions in storage attendant to the use of dry spices.

Most essential oils will be stable over at least a year's time whereas some spices tend to dry out and lose the valuable essential oil components when improperly stored.

WIDE USES NOTED

Essential oils have been used in almost every type of household product. They are presently used for flavoring



Removing dirt from freshly extracted ginger root

meats, cheeses, soups, ice creams, prepared cake mixes and candies. Beverages such as the soft drinks and alcoholic liqueurs depend on the essential oils used in them. The odor of soap products is primarily due to the essential oil products used therein to mask the objectionable fatty notes of unperfumed soaps. Men's toiletries, after-shave lotion, etc., make use of them.

Industry, too, is becoming more conscious of odor control. This phase of perfumery has matured only in the last decade. Manufacturing plants have found that good community relations depend on creating and maintaining a pleasant image in the surrounding area; and malodors emanating from a manufactory can be eliminated by the use of the right industrial odorant.

Since essential oils play such a vital role in our daily life, it is obvious that the essential oils industry represents an important, although small, part of the American economy. The materials used by the industry are for the most part of foreign origin, with the United States being basic in only three or four of the essential oils in common use.

PROGRESS IN SYNTHESIS

In order to become less dependent on foreign sources, a great deal of research is now going on to synthesize if possible, the foreign oils. Also, many synthetic substances have been found which can effectively replace essential oils. These synthetics are a goal of the research programs being carried on by the essential oils industry. This is a long range program and a great deal of work remains to be done. Several of the leading companies in the industry participate in this program.

In fact, the entire field of essential oils is the subject of continuous exploration. An authority in this field is Dr. Ernest Guenther, vice president and technical director of Fritzsche Brothers, Inc., whose monumental six-volume work—"The Essential Oils," is now considered "the bible" of the industry.

The essential oils industry is probably one of the oldest industries known to man, having its roots in ancient methods and procedures; but it also has a stake in the future. The modern essential oils industry can contribute a great deal to new products acceptable to the high standards of modern living. Our industry will co-operate with any manufacturer to provide him with that additive which will make his product an outstanding one. Subtle application of a perfume or flavor can make the difference between the success or failure of almost any product.

(Reprinted from "Journal of Commerce")



Alan Berni, industrial design pioneer, formed his own design organization 25 years ago when the profession was still in its infancy.

As the president of Alan Berni & Associates, Inc. he soon became the originator of the marketing approach to design.

Mr. Berni started 25 years ago with the theory that design is an integral part of a complete and coordin-

ated marketing and merchandising program. Since that time he has created hundreds of thousands of selling designs for some of the foremost manufacturing firms in the United States—more than 3000 for one company alone.

A founding member of the Package Design Council, Mr. Berni's other professional affiliations include the Industrial Designers Institute, the American Institute of Graphic Arts, the Merchandising Executives Club and the National Sales Executives Club.

Tomorrow's Tea Customer: Will She Be There?

by ALAN BERNI, President
Alan Berni & Associates, Inc.

There is an appalling similarity today in the advertising and packaging of tea brands. Tea producers are so over-conscious of the lack of real product difference among brands, that they have become neglectful of the many opportunities that exist for competitive selling. As a result, much tea advertising is built around the development of "personality" rather than product, with results that range from the cute to the unbelievable. Packaging concentrates on getting shelf attention, through the use of design elements which may or may not be appropriate to the product.

Part of the problem lies in the difficulty of showing the product. One man's tea looks like another's, and all of them bear an unfortunate resemblance to hot consomme in illustration. The result has been a buildup of more definable imagery based on people; real or imaginary, or attempts to create "atmosphere" around the product. Excellent as some of these attempts have been, it is fundamentally a kind of romancing of the product that does little to project product values in terms of consumer needs.

A comparison with other products, coffee for one, shows that this need not be an impossible problem. It is true, of course, that coffee offers a much greater variety of blends, and can appeal to differing elements within the market. Thus, Yuban can promote a rich dark brew, for the sophisticated after-dinner coffee drinker; Maxwell House can promote a lighter taste for all-purpose coffee use. As a result of this discernable difference in the

various blends, coffee marketing has been much more closely oriented to selling the rewards of coffee drinking in terms of specific consumer preferences. Yet, to a great extent, those coffee blends which are actually similar to others, have established an identity for themselves, through the constant repetition of selling themes over the years, and the creation of a distinction where it does not actually exist.

Tea producers also are overlooking the very real opportunity offered by packaging to create excitement for their product. They concentrate on individual packaging innovations (like flow-through tea bags) and bypass the many ways packaging can create real sales impact at the point of sale.

Yet, many other products with the same marketing problems have successfully licked them. The spice field, for example, suffers from the same handicap: its products are relatively undifferentiated from one brand to another. Here is a case where imaginative, reusable packaging has actually created a product difference, which offers advertising and point of sale advantages. The use of attractive "apothecary style" bottles and jars, of handsome coordinated racks, has done much to create consumer desire for these products, once prosaically packaged only in hard-to-open tin boxes. When backed up by reward oriented advertising, showing how spices contribute not only better tasting meals but a sophisticated touch as well, this enhances the status of the homemaker in the eyes of both family and friends. It appeals to her most compelling desires: to have nice things in her home and to be loved. Certainly these insights are basic enough.

Other products which are basically undifferentiated are cosmetics: as a result they sell not the product but "the promise." Advertising uses all of the tools of research to relate its appeals as closely as possible to consumer attitudes. Packaging is heavily relied on by these manufacturers of high ticket items to create a "quality" setting that is appropriate to the brand image.

In addition, the cosmetics industry has adapted itself quickly to self-service merchandising. By developing packaging that is particularly suited to the demands made by this type of selling operation, cosmetic sales are going up in all types of outlets, especially food stores, at one of the highest rates of increase of any industry.

Recently, a consumer survey on food packaging by the Chicago Printed String Co., was added to the growing list of such studies that are being made by the FDA, the U. S. Senate, Sales Management Magazine and others. It should come as no surprise to anyone that a large percentage of the 300 husbands and wives interviewed found present day packaging "inconvenient." The ideal package, these consumers agreed, should be decorative as well as easy to store, easy to open and reclose, and reusable for some other purpose later.

If we tried, we couldn't come up with a better description of the kind of packaging your industry needs today, along with marketing and merchandising designed to sell it in self-service stores. Displays that can cut space by as much as 50%, wire racks that hold carded merchandise or tabbed boxes, bubble packs, are only some of the packaging and merchandising ideas that have served other fields well. Among the great list of packaging innovations available today, are many that could well be investigated by the tea industry.

Indications are that some attempt is being made by tea producers in these directions. A few companies have introduced isolated physical package innovations; some have invested heavily in surface redesign that purports to have more "flavor" appeal. Yet these efforts, laudable as they are, are made in a kind of vacuum in which the elements of the packaging program are unrelated to any of the company's other marketing efforts. Thus, each "change" is heavily promoted for a while for the sake of its news value. After this is exhausted no further benefit is derived from the changeover because it was not undertaken as part of an overall marketing philosophy, in which each adds up to a coherent whole.

Tea producers today seem plagued with a kind of industry-wide inferiority complex which has prevented them from properly appreciating the real qualities of their product. Tea, for instance, is inherently an "instant" product. Yet, rather than promote this quality, tea producers developed one that is actually competitive with it—instant tea. Tea is also a ceremonious product, with many connotations of graciousness and leisure about it. Yet these appeals, which are among those most highly regarded in our present day culture, are largely overlooked in advertising, and completely bypassed by most tea packaging.

This "complex" if it exists, might also be blamed for the hesitancy that exists in following through on many well conceived efforts now being made to help the industry. Several years ago, it was learned that the tea market was dwindling. Studies showed that there were some negative connotations to tea: some men thought it was "sissy"; some young housewives thought it for the dowager set; some middle income people thought it was "old-fashioned." Since then, advertising and promotion by the Tea Council has done much to dispel these notions and to promote the image of tea as a hearty, satisfying healthful beverage for the whole family. That's fine, as far as it goes.

But having laid the groundwork, what else is the Tea Council to do? Until advertisers themselves pick up the ball and promote their individual brands in a manner that is consistent with the new image established by their industry, this fine promotional effort can only go so far. Where, I ask you, are the tea companies which have taken advantage of the opportunities offered by this campaign for advertising tie-ins and promotion? Where are the instore promotions, in which tea is combined with related products for strong seasonal selling?

And what is the tea industry doing to cultivate new and growing specialized markets . . . the health market, with special blends . . . the gift market, with combination packages and related items . . . the quality-conscious with semi-permanent and reusable packaging with home display value. While cigarette and food advertisers are busy building "special" images for themselves—and selling products—to these lucrative and growing markets, where are the tea companies who could be doing the same thing?

As the country matures, the current emphasis on high standards of manufacture and honesty in business will grow. Today's consumer is a good deal more sophisticated than last year's. The thrill of ownership is losing allure for her. She is more interested today in what she is getting for her money, not how much. In every field, marketing appeals expressed in advertising, in packaging, in promotion feature a growing emphasis on the visual expression of quality. Tea is an "honest" beverage. It has strong associations with everything that is meaningful . . . home, family, even our own history. For the tea producer who takes a realistic look at the sum of his own marketing effort, then casts an appraising eye over the advances made in other fields, then carefully studies "the promise" inherent in his own product, the future can be bright.

Western States Tea Association

1961 picnic

Western Tea men, their wives, family friends and children enjoyed at San Mateo's Huddart Park their annual picnic on Saturday, September 9th. Typical warm sunny September weather afforded the gang the pleasantness of the great outdoors among the rolling mountain range of Kings Mountain.

President Ray Graham, McCormick & Co., Inc. had excellent assistance from Dick Wilcutt on the barbecue; Gene Lynch and Ray Masion running the bingo

games; Jim Mahoney Jr. & Sr. handling the horseshoes; Stan Lee, refreshment; Werner Lewald, Ladies games; Dick Chapin, childrens games and Marion Sanders, Tea and Coffee brewing.

The father and son team of Charles and Mike Montague showed up the horseshoe players with countless "ringers" during the tournament to capture first prize in that event.

Werner Lewald aroused so much interest in the dart game for the ladies that the contest continued well on into the afternoon before each lady completed her chance at the board. Top winners were: Mrs. Wes Ferrell, Standard Brands; Mrs.

Marion Sanders, Standard Brands; Miss Mary Harvey, Miss Linda Wo, Mrs. Warren Kludt.

Door prizes were abundant with the ladies picking up the loot. Winners were: Mesdames; John Congetta, Dick Wilcutt, Frank Fellersen, Ray Masion, Werner Lewald, Warren Kludt, Edward Spillain, Robert Gordon.

The picnickers were served a delicious barbecue dinner for their hard day of play followed by additional bingo games which lasted until dusk.

Once again Western Tea men had enjoyed one of their social hi-lites for the year.

Left: President Ray Graham, left, vice-president Werner Lewald, center, and Frank Fellersen, B.C. Ireland Inc. pose for the camera at Western States Tea Association annual picnic. Center: TEAMWORK PAID OFF for Mike Montague, left and Charles on right. This father/son team eliminated all comers to capture 1st prize in the horseshoe tournament. Right: LADIES' DART GAME WINNERS: Left to right, 1st row: Florence Kludt, Linda Wilcutt, Kitty Wilcutt. 2nd row: Mary Harvey, Sue Ferrell, Sharon Sanz.



**Packaging survey finds coffee cans
far from the consumers heart**

Coffee cans are among items which consumers view with displeasure, a recent survey conducted by Chicago Printed String Co. discloses.

The study entitled "People and Packaging; The Consumer Speaks Out," shows that jars, bottles and containers with keys are most difficult for housewives to open and generally they call upon their husbands for help.

Pull-tapes, spouts, perforated openings and cellophane tape are opening devices preferred by both husband and wives.

**Rudd-Melikian, Inc.
promotes Sarajian**

■ ■ Rudd-Melikian, Inc. promotes Sarajian. Steven M. Sarajian has been promoted to Territory Manager covering New York State, it was announced by Rudd-Melikian, Inc., leading manufacturer of automatic coffee vending equipment.

"This advancement is effective immediately," reports Frank X. McCoy, general sales manager, "giving Rudd-Melikian, Inc. a distinct advantage in that area for Steve offers an excellent technical background to his customers."

He first joined Rudd-Melikian, Inc. 11

years ago. During this time, he has served as a product engineer, field service engineer, and most recently was a member of the Marketing Division working with operators on key location competitive tests.

Mr. McCoy noted that "Steve's qualifications meet the Dealer Advisory Board's recommendation to 'keep salesmen in the field who know the equipment'."

The trade is being reminded in a letter announcement that he is backed by the highest quality product in its field, speaking of the Brew-A-Cup, plus factory and regional training programs, exhibits, direct mail, demonstration and publicity assistance, and field engineering aid.

Steve resides with his wife, Margaret, and their daughter, Lynn, at 2837 Rhawn Street, Philadelphia 15, Pa.

**The
Operator is
working somewhere
else**



With a Bar-Nun Automatic Bag Feeder, Opener and Weigher, the operator spends only about half-time loading the machine with empty bags and making an occasional adjustment. The rest of his time can be spent packing off or at other duties. The Bar-Nun continues mechanically to feed, open, hold, weigh-fill and eject the bags, at a usual operating speed of 28 per minute.

That represents quite a saving, over keeping an operator—or two—full time at a weigher. It explains why most Bar-Nun users say these automatic units repay their cost within a year. Bar-Nun weight accuracy adds another saving, by minimizing overweights.

Here's a sure, proved way to cut production costs on bag packaged coffee. And—if you are already using a Bar-Nun Weigher, you can add the Bag Feeder and Opener to your present weigher. Write for details, without obligation.



B. F. GUMP Co.

Engineers and Manufacturers of Coffee Plant Equipment

1312 South Cicero Avenue, Chicago 50, Illinois

SALES
AND
SERVICE

New York 36—JABEZ BURNS AND SONS, INC.—600 W. 43rd St.
San Francisco 5—TEMPO-VANE MFG. CO.—330 First Street
Dallas 2—J. B. WILLIAMS—1026 Young Street

**CBI board approves vending equipment
study and home-ec program**

At a meeting of the Board of Directors of the Coffee Brewing Institute, approval was granted for a comprehensive study of coffee vending machines. Approval was also granted for an intensified home economics program which is to be conducted in 4800 schools and colleges throughout the country during the 1961-1962 scholastic year.

The vending machine study, which is to be carried out in cooperation with manufacturers of such equipment, is aimed at improving the quality of beverage dispensed. Ultimately, it is hoped that such machines are included in the CBI's recently launched equipment evaluation program.

**1st Mid-Eastern field representative
for C. B. I.**

Jeffrey Watts, formerly Food and Beverage Manager of one of the Philadelphia George Washington Motor Lodges, has been appointed a member of the Coffee Brewing Institute's field organization, it was announced by E. G. Laughery, president. Mr. Watts is the CBI's first mid-eastern field representative. His territory will cover Ohio, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, West Virginia and Washington, D.C.

One million bags of coffee

The M/S Santos of the Ivaran Lines recently loaded the one millionth bag of coffee exported from Niteroi. The port was opened for the export of coffee two years ago and since that time has been an increasingly important exit for coffee produced in São Paulo.

CBI has record number of

Golden Cup winners July-August

During July and August The Coffee Brewing Institute, Inc. presented 100 Golden Cup Awards, the largest number yet in any two month period, to deserving restaurants and institutions.

Interstate Vending adds 5 more companies

The acquisitions of five vending companies with combined sales in excess of \$4,000,000 were announced today by Interstate Vending Company, Chicago head-quartered national vending and food service company.

The acquisitions bring to 2 the number of companies purchased by Interstate in the eight months since it became publicly owned in November, 1960, according to Ronald Wolff, president.

The newly acquired firms are Cigarette Machine Service Company, Houston, Texas; Cigarette Service Company, Wichita, Kansas; Dairy Belle Company, Wichita, Kansas; Kwik-Kafe of Detroit, Inc., Detroit, Michigan; and Columbine Cigarette Sales, Denver, Colorado.

"The acquisition of Cigarette Machine Service Company, the largest commercial cigarette vending company in Houston marks Interstate's entry into one of America's fastest growing markets. It gives us a base for expansion into full line vending in the area, and further extends our penetration into the Southwestern sector of the country," Wolff said.

He explained that the Wichita, Detroit, and Denver companies would be integrated into existing Interstate branch operations in those cities.

"Further expansion in these areas enables Interstate to achieve economies of operation while offering increased service to our customers," he said.

Bergman appointed Adolph's Marketing Vice President

■ ■ The Board of Directors of Adolph's Ltd. have announced the appointment of Joseph Bergman as Vice President of Marketing.

For the past eleven years Bergman has been associated with Adolph's, the world's largest manufacturer of meat tenderizers and salt substitutes, as Advertising and Sales Promotion Manager. He has also directed advertising and sales promotion for the company's line of dietetic products, including Adolph's Sugar Substitute.

Prior to joining Adolph's, Bergman was associated with a Manhattan advertising agency.

TEHRAN

Tea processing machinery; bid deadline not stated. Tea Organization (Sazmune Chai), a monopoly of the Ministry of Finance, Tehran.

ECUADOR

Ecuador has joined the *Latin American Free Trade Association* (LAFTA). Ratification by Congress expected soon.

BRAZIL

Brazil's "Jornal do Comercio" says with respect to the IBC's consideration of proposals to build instant coffee plants—preferably in the northeast section of the country—that so far the state of Pernambuco is showing the greatest interest.

Argentine drawback system for exports simplified

Procedures under Argentina's drawback system for exports have been simplified by establishment of a classification (tipificación) system on exported merchandise.

Under this system, the Secretariat of Industry will determine, upon request of the exporters, the amount of drawback—or reimbursement of certain duties and surcharges—applicable to any particular product. The drawback will then be officially announced and apply to all exporters of the same product. Until drawbacks are established for all products, exporters may continue with the former system of presenting sworn declarations for Customs approval.

Implementation of the drawback system (FCW, Feb. 15, 1960, p. 13) has been under severe criticism because of the red tape to which exporters have been subjected before reimbursements of duties and surcharges were approved.

The new action was taken under decree, No. 5,931 of July 14, 1961—U.S. Embassy.

NCA insurance committee

The N.C.A.'s Insurance Committee met on August 15th for the purpose of drawing up a Major Medical Insurance Plan for member firms. The plan is to be submitted to the Board of Directors and if approved will be offered to all members for a limited enrollment period. It is anticipated that the insurance coverage becomes effective on January 1, 1962.

SILEX
world's most famous name
in coffee making!

COFFEE WARMER
Crystal and chrome, complete with candles. For all decanters.

STARBURST CARAFE
A real guest pleaser for dining service at the table! 8 and 12 cup capacity. 18 karat gold-plated trim. Complete with gold trim candle-warmer base.

2-UNIT WARMER
Speeds up service for rush hour efficiency. Saves time, gains customer satisfaction.

FUTURAMIC DECANTER
Coffee service with ease and speed. Use as coffee maker with stainless steel upper bowl.

THE PROCTOR-SILEX CORPORATION
6333 West 65th Street • Chicago 38, Illinois
CHICAGO • PHILADELPHIA • CANADA



Left to Right: Dr. Victor Manuel Gimenez Landinez, Oscar Nientschik, Dr. Walter Lefeld and Charles G. Lindsay.

Venezuelan Agricultural Minister visits Pan-American Coffee Bureau

Dr. Victor Manuel Gimenez Landinez, Minister of Agriculture for the Republic of Venezuela, who is in this country at the invitation of the United States Department of Agriculture, visited the Pan-American Coffee Bureau, where he was briefed on the activities of the organization.

The Minister, who is spearheading a highly successful agricultural reform program in Venezuela, was escorted by Dr. Walter Lefeld, delegate from that country to the Pan-American Coffee Bureau.

Dr. Gimenez Landinez, who plans to visit various other sections of the United States during the next two or

three weeks, was accompanied on his Bureau tour by Dr. Nestor Altuva, Director of Natural Resources in the Venezuelan Department of Agriculture; Richard Owen, Director of International Programs, U. S. Department of Agriculture; Oscar Nientschik, Consul General of Venezuela in New York City; and Jose M. Agueira, interpreter, U. S. Department of State.

Promotion

Walter B. Bruce has been appointed manager of Sales Promotion and Advertising for the American Can Company's Canco Division. He fills the position vacated by J. Whitney King, who was recently promoted to general manager of the newly created Custom Packers Division of the Company.



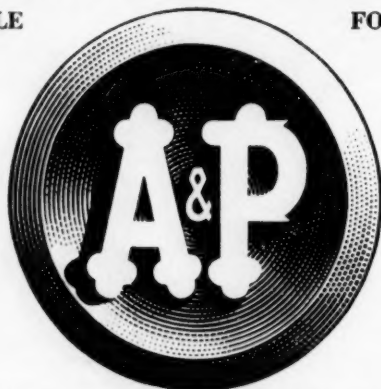
Before joining American Can in 1957, Mr. Bruce was merchandising manager of television station WABD, New York. He has also held the post of advertising and sales promotion manager of the Grand Union Company and the H. C. Bohack Company, supermarket chain stores.

Formerly a director of the Advertising Club of New York, he has served on committees for the Sales Executives Club of New York and the National Association of Food Chains. He is a past president of the St. John's College Alumni Association.

THE GREAT ATLANTIC & PACIFIC TEA CO., INC.

AMERICA'S DEPENDABLE

FOOD MERCHANT SINCE 1859



IMPORTERS, ROASTERS, RETAILERS OF FINE COFFEE

REPRESENTED IN

BRAZIL AND COLOMBIA

BY THE

AMERICAN COFFEE CORPORATION

Brew-A-Cup selected for second straight year for Veterans conventions

Brew-A-Cup automatic vending machines of Rudd-Melikian, Inc. have been selected for the second consecutive year to be shown at the national conventions of two of the country's largest veterans organizations, it was announced here this week by Peter J. Petropoulos, manager of special services.

The units, which serve cups of coffee each individually brewed directly from fresh ground coffee beans in only 6-seconds! in addition to tea, soups, and hot chocolate, will be featured at the annual meeting of the Veterans of Foreign Wars and the American Legion. Some 50,000 members of VFW meet August 18-25 in Miami Beach, Fla. The Legion expects over 100,000 to attend their convention in Denver, Colo., Sept. 10-15.

Peter Petropoulos who made the arrangements and will be the company representative at each, was honored last year by the American Legion with a Certificate of Appreciation "for his years of service to America's veterans and servicemen."

Nestle's new formula dairy product a good buy for U. S. coffee vendors

An improved formula of Nestlé's Dairy Product for creaming coffee served fresh brewed or through instant coffee vending machines is now being distributed to U.S. coffee vendors by The Nestlé Company, Inc., White Plains, N. Y.

This new top-quality creaming agent has been reformulated to provide six specific advantages, according to Douglas Wells, general manager of Nestlé's Vending and Institutional Marketing Division. They are:

1. Increased whitening power—Higher butterfat and Nestlé's exclusive homogenization process combine to reflect more light, thus whitening coffee with 20 per cent less product.

2. Increased stability—Special stabilizers make Nestlé's Dairy Product (NDP) a top performer in fresh brew and instant coffee machines.

3. Best canister life—New NDP stays fresher longer in all vending machine canisters, especially those exposed to continual heat. NDP will not cake, lump, or "bridge."

4. Top flavor performance—Nestlé's controlled processing insures true coffee flavor in every vended drink, eliminates evaporated milk taste.

5. Convenient package—An easy-open one-pound bag works best with all vending units. Waste is eliminated since the package empties completely without spilling. A triple-laminated paper-polyethylene-foil package gives Nestlé's Dairy Product maximum protection from heat and moisture.

6. Lowest cost—NDP offers vendors maximum performance with the lowest cost per cup.

Wells said that Nestlé's new formula Dairy Product has been thoroughly tested and proven on vendor locations with both fresh brew and instant coffee machines. Cost savings to vendors, moreover, make new formula NDP especially attractive, he added.

Each case of Nestlé's Dairy Product contains 24 one-pound moisture-proof bags.



120 WALL STREET
NEW YORK, N. Y.

220 FRONT STREET
SAN FRANCISCO, CALIF.

401 MAGAZINE STREET
NEW ORLEANS, LA.

ANDERSON, CLAYTON & CIA., Ltd.

Coffee Exporters

SANTOS • PARANAGUA • RIO DE JANEIRO
ANGRA DOS REIS • VICTORIA

J. A. MEDINA COMPANY

Division of Anderson, Clayton & Co., Inc.

Coffee Importers

NEW YORK
MEXICO • GUATEMALA • EL SALVADOR

Agents in U.S.A., and Canada for

A. ARISTIZABAL & CIA., Ltd.

Coffee Exporters

CALI, COLOMBIA

ANDERSON, CLAYTON & CO., S.A.

Coffee Exporters

LIMA, PERU

See Atlantic For GLASSINE LINED Coffee Bags

Made RIGHT! Priced RIGHT!



You will find ATLANTIC to be a sure, safe, dependable source for fine Coffee Bags—plain, stock design or private design. May we send samples and quote on your requirements?

Atlantic COFFEE BAG CO., INC.

220 KOSCIUSKO ST. • BROOKLYN 16, N. Y.

"Nicest thing that could happen to a cup of coffee"

That's the way Carnation's new Coffee-mate is being introduced nationally this fall with a barrage of television and newspaper advertising.

Coffee-mate is a non-dairy product, developed in the Carnation Research Laboratories for use as a coffee creamer. Advertising will feature its delicious flavor, and stress that the new product dissolves instantly, has a whiter, more appetizing appearance, and needs no refrigeration.

Brilliant, red, white and yellow in-store materials are being offered to retailers, along with a special display bonus during the introductory period. Display pieces include poster cards, and soft-sheets, shelf-talkers and shelf-strips. One and two column ad-mats are also included as dealer aids.

Prior to its national introduction, Coffee-mate was thoroughly tested in three lead markets, where it achieved significant success with a sizable share of the market.

Major selling advantages to the new Coffee-mate which Carnation points out are:

1. Fifteen taste panels compared Coffee-mate with other competitive products and rated it a first-place tie with the most popular of the fresh competitive products.
2. It is economical. Cost to the consumer is seven-tenths of one cent per cup of coffee.
3. It needs no refrigeration, does not spoil and does not cake.



HOT OR ICED

*It's
Coffee-er Coffee!*

S. A. SCHONBRUNN & CO., INC.
Grand and Ruby Avenue • Palisades Park, N. J.
New York Office: 106 Front St., N. Y. 5, N. Y.

4. It is being offered in two consumer sizes—designed to retail at 29¢ and 49¢ each.

5. Coffee-mate produces a pleasing, appetizing appearance when mixed in coffee.

The extensive advertising campaign will utilize a series of commercials on the CBS top-rated daytime show, "As the World Turns" over 180 stations. This will be augmented with a series of from 12 to 24 television-spot announcements per week in more than 100 local markets. Newspaper advertisements of 1,000 lines and 630 lines are scheduled in 111 specific markets.

Promotion

The Board of Directors of Nichols Engineering & Research Corp., New York, engineers and suppliers of processing equipment to industry and to the sanitary engineering field, have elected Douglas R. Nichols, Jr., Executive Vice President of the firm. Mr. Nichols is a director of the organization and served formerly as Vice President and Treasurer.

A 1942 graduate of Princeton University, Mr. Nichols also serves as a director and President of Nichols Engineering & Research Corp. of Canada, Ltd., Montreal.



Coffee

**Agents for reliable Shippers in
Producing Countries**

Specializing in

**BRAZILS
COLOMBIANS
VENEZUELANS**

Byrne, Delay & Co.

**Cable Address:
"VICAPE"**

104 Front Street
New York 5, N. Y.

302 Magazine St.
New Orleans 12, La.

International Coffee Agreement news

At Punta del Este in August, Latin American producing countries and the United States determined the objectives of the new International Coffee Agreement which will be drafted in Washington next month. It is generally agreed that major consuming countries must be parties to the Agreement, that production must be controlled, and that a fund to stabilize export receipts should be studied.

While highly important specific details remain to be decided several characteristics of the new Agreement are beginning to take form. The United States, the world's largest coffee consumer, is strongly committed to taking part in the Agreement. This country has implicitly endorsed the notion of import controls, for this is what the Latin Americans have stated most often as being one of the most important forms of participation which consuming nations may take in the Agreement. The precise nature of such import controls, if any, is as yet undetermined and such a move could have varying effects on price fluctuation. It is likely that import quotas will only be employed by consuming nations to enforce production quotas assigned to members of the Agreement or, in effect, to assign quotas to non-member producers.

One interesting development at the Inter-American Economic Conference was Costa Rica's proposal that the International Coffee Agreement act together with international credit organizations to purchase buffer stocks of coffee and attempt to stabilize the production cycle. This proposal, which would in theory, stabilize the price of coffee, was opposed by Brazil as an artificial solution to the problem. Brazil, and many of the other delegates to the Conference favor a stabilization fund. Tentatively, the stabilization fund will consist of contributions by producing nations to be matched by contributions from the United States and Europe, hopefully totalling \$600 million. Brazil then, favors the stabilization of export receipts from coffee sales, which might allow a large degree of price fluctuation. Sr. Sergio Armando Frazao, Chairman of the I.C.A. has indicated that any visible solution to the problem of coffee price stagnation lies in stabilization of the volume of production and correction of the plaguing imbalance between supply and demand. He evidently favors strict basic export quotas which are flexible enough to meet changing world conditions and allow free price competition among producing nations.

One of the resolutions passed at Punta del Este is already being acted upon. The second resolution of the Conference is aimed at abolishing "heavy duties and taxes with which many countries, mainly those in the European Common Market, encumber Latin American coffee imports." The U. S. has urged that the EEC

reduce the present 16% tariff on coffee to 8% and this proposal, or one similar, will be presented to the representatives of the African nations affiliated with the EEC who currently enjoy a tariff preference on this item.

It was noted that Brazil is interested in the possibility of developing coffee consumption in East European countries. This, together with the award of Brazil's highest decoration to Cuba's Foreign Minister Major Ernesto Guevara and the threat of Sr. Carlos Lacerda, Governor of the Brazilian State of Guanabara, to resign if ties with the Communists are not renounced, has led to some trade disappointment over Sr. Quadros' attitude toward the U. S. It should not be forgotten, though, that President Janio Quadros was elected on an anti-Communist platform. President Quadros has stated that he believes Brazil should steer a more independent course between the two power blocs with some justification claimed by pointing to the American reaction to the Cuban situation. Reasoning has gone as follows: American policy made little provision for the needs of Latin America before the unhappy Cuban experience. This extremely independent anti-U. S. course chosen by the Cubans has placed great strain on those pro-U.S. Latin American countries who wish to remain strongly with us and still retain the support of their citizens. There is every indication that the U.S. is aware of this condition and is moving quickly to demonstrate to the peoples of Latin America that we are deeply concerned with their problems. Meanwhile, Brazil's attempts to find an outlet for excessive coffee production in Soviet Bloc nations and possibly obtain foreign aid from them should be regarded by us as measures contributing to the stability of the nation and the continuance of their democratic form of government, our best guarantee that in the final analysis they will stand with us. It is extremely unlikely that "Yuri Gagarin" coffee, if it ever reaches the Soviet market, will endanger Brazil as the United States' largest supplier of coffee.

August 23, 1961

Spice of Life

(Continued from page 19)

metal foil and plastic materials to protect the contents of spice in great measure from atmospheric oxidation, and from loss of aroma by evaporation. The newer package design also enables the spice to maintain an advantageous and competitive position. New strides are made in the packaging field to keep the spice fresh by allowing the containers to be big enough for the amount of spice which will be used within a reasonable period of time.

As the centuries have passed, there has been much turmoil and strife in the quest of precious spices, yet this in making our world a better place to live, has become truly a spice of life.



USEGO

**Importers, Roasters and
Distributors of Quality Coffees**

Union Swiss Purchasing Association

Olten - Switzerland

**Manufacturers and Exporters
of Soluble Coffee**



THE INSIDE STORY OF APL'S NEW SEA RACERS

APL's great new Sea Racers promise to set new performance records and outdistance time-and-tonnage goals with each sailing. Here's the inside story of the new SS President Lincoln and SS President Tyler—swift, efficient cargoliners equipped to establish new standards of shipping service:

AUTOMATION IN CARGO HANDLING



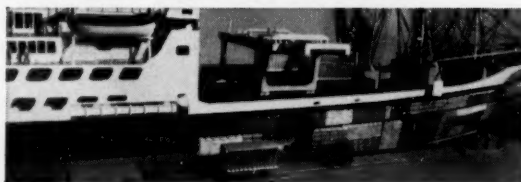
The cargo gear on APL's Sea Racers is one of the same design as that on the U.S. nuclear ship, Savannah—the most modern devised to date. 25-ton gantry cranes provide precision control and pinpoint accuracy in container handling and there is complete power positioning of all 10-ton booms. Conveyors and side ports assure fast handling of reefer cargo.

CONTAINERIZATION



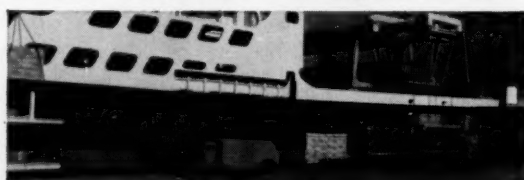
Container holds on the Sea Racers will handle as many as 108 containers with up to 18 vans riding the deck. Conventional cargo holds are sized to provide maximum flexibility and equal distribution to reduce turn-around time. Complete general cargo capacity will be almost 700,000 cubic feet.

MAXIMUM HUMIDITY CONTROL



Sea Racers' modern dehumidification gear assures maximum control of moisture in cargo holds. Each hold can be maintained at the proper humidity level for the commodities it contains. Sweat damage, mold, rust, mildew and label damage are eliminated, even in the tropics. Quick-closing hydraulic hatch covers provide protection against sudden rainstorms.

LATEST FACILITIES FOR LIQUID CARGO



Liquid cargoes get the best of treatment on the Sea Racers. Powerful shipboard pumps carry bulk liquids into stainless steel clad deep tanks. Side-port access allows loading and discharge while general cargo gear is in full operation—eliminating costly delays. Other features include independent access and isolation to permit rapid cleaning and inspection.

That's the story...or part of it. The only way to get the whole story is to place your shipment aboard an APL Sea Racer and find out for yourself how Sea Racer speed and efficiency can solve your shipping problems.



A M E R I C A N P R E S I D E N T L I N E S

Offices: San Francisco, Los Angeles, San Diego, Detroit, Cleveland, Baltimore, Chicago, Boston, New York, Philadelphia, Washington, D.C., Hampton Roads

COFFEE & TEA INDUSTRIES and The Flavor Field



Western Urn Food Bar for in-office and in-plant feeding

A Food Bar for in-plant and in-office requirements ranging from a snack bar for coffee breaks to what is virtually a small cafeteria has been announced by Western Urn Manufacturing Co.

The Bar was developed out of a real need of offices, banks and like institutions to provide palatable food and beverages during coffee breaks and lunch periods without taking up excessive time of personnel in traveling to distant and crowded restaurants. It is also suitable for plants which can utilize a bar at one or more locations, depending upon the number of persons to be served.

The Western Urn Food Bar comes in a standard model with optional features providing complete flexibility. Constructed in two 8 foot sections it forms a complete 16 foot self service unit. An additional section can be placed between the two original pieces should enlargement be necessary.

The unit is constructed of 18 gauge galvanized steel for its long wearing qualities, with all outside surfaces in a satin finish stainless steel. It has a stainless steel shadow box trim, with quilted back wall, top hung sliding glass doors and back wall mirror in the refrigerated compartment.

Each 8 foot section has 4 foot divisions with four 36 inch fluorescent lights in each 4 foot section.

Incorporated into the unit is—a full capacity oven for hot sandwiches, tamales and other heated foods. The Bar is presently available from Western Urn with options such as drink dispenser, soup wells, ice cream well and food warmer. The oven can also be used to heat TV dinners which are placed in the oven in the morning and are then ready for consumption by noon.

The Bar encompasses two twin urns by Western Urn, providing a constant supply of coffee as needed, storage compartments for stock supplies, and can be purchased with optional closing doors for locking up at night. A Tecumseh hermetic seal compressor is utilized for refrigeration and adapted for freezing compartments as desired.

"Our entire industrial catering equipment line is designed for the appearance and quality of first class restaurant equipment," states James D. McCampbell, General Sales Manager of Western Urn Manufacturing Co. "This, with the high quality performance of our urns and the self service factor have provided tremendous economy and efficiency for our customers in the catering field."

SEPTEMBER, 1961

The industrial food bar is recommended for offices or plants with over 200 employees so that one attendant can handle the entire operation for the most profitable use of the unit.

The special round jar urns have a 6-gallon capacity permitting the brewing of over 300 cups of coffee at one time for a continuous service operation.

Contact COFFEE & TEA INDUSTRIES for further information.

Packaging Institute launches Industry Task Committee

L. H. Zahn, of Ciba Pharmaceutical Products, president of the Packaging Institute announces the formation of a Packaging Institute industry task committee to deal with the problems brought to light at the recent Senate Committee Hearings on Packaging and Labeling Practices.

Lloyd Stouffer, editor of *Modern Packaging* magazine and a director of the Packaging Institute has agreed to act as chairman of the task committee.

The Board of Directors of the Packaging Institute has approved the following statement of policy:

The Packaging Institute is a non-profit organization and is the only national organization representing the interests of all packagers. As such, we feel it is our responsibility to take positive action to draw up recommendations to the appropriate government regulatory bodies to eliminate the confusion and ambiguities in the present regulations regarding content statements and other aspects of packaging which can be misunderstood by the consumer.

The committee will include representatives of leading national companies—each a corporate member of the Packaging Institute.

Mr. Stouffer held the launching meeting of the new industry task committee in the Packaging Institute's New York headquarters in August.

St. John's, P. I. plan packaging course

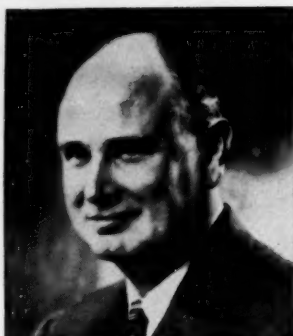
St. John's University (N. Y.), in cooperation with The Packaging Institute, will conduct a special Seminar on Packaging to be held during the Fall term at St. John's Jamaica campus. The seminar will be held on Wednesday evenings beginning October 25, 1961 and terminating December 6, 1961 in St. Albert's Hall at St. John's Jamaica campus.

Dr. John J. Sciarra of the College of Pharmacy and Prof. Thomas E. Chambers of the College of Business Administration are working with James W. Field, Technical Director of The Packaging Institute, to present an outstanding seminar. The sessions are designed to provide packagers with a solid grasp of fundamentals and information on managerial and technological advances in the field.

The chairmen have assembled an outstanding group of speakers for the Packaging Seminar and further details on the participants will be shortly forthcoming. Those interested in attending the seminar are asked to contact Walter Mullen, Director of Public Relations at St. John's University, Jamaica 32, N. Y.

Continental Can Company names Fogarty Chief Executive Officer

Thomas C. Fogarty, president of Continental Can Company, was designated chief executive officer at a special meeting of Continental's board of directors on September 5, succeeding in that responsibility General Lucius D. Clay, who was appointed President Kennedy's personal representative to Berlin. General Clay continues as chairman of the board on leave of absence without compensation for the duration of his Berlin assignment.



Mr. Fogarty has been president of Continental since 1956. He was elected a vice president in 1946, and executive vice president of the Metal Division in 1950. He has been a member of the board of directors since 1951.

Mr. Fogarty also serves as a member of the board of directors of the Irving Trust Company, the American Sugar Refining Company, the A. O. Smith Corporation, and of the United States Brewers Association.

Born in Rockland, Massachusetts, in 1903, Mr. Fogarty graduated from Harvard in 1922, and then attended the Harvard Business School. He joined the Continental organization in 1929.



New full color carton For King Coffee filters

A new full color pictorial carton has been introduced by the King Coffee Filter Company for packaging their patented filters for percolators.

According to the company, the new carton is specifically designed for added merchandising appeal in the supermarket and to give greater protection to the contents.

The new carton, containing thirty-six King Coffee Filters, was designed and produced by the Folding Carton Division of Riegel Paper Corporation.

Memo to members of NCA

The Chairman of the Nominating Committee has requested that any member of the Association who wishes to make recommendations re candidates for the offices of Chairman, Vice-Chairman, Treasurer or directors for the forthcoming year do so promptly. He makes this request as there will be a meeting of the Nominating Committee on October 17, 1961.

This is in terms of the By-Laws of the Association, Article II, Section 7, which reads in part:

"The Nominating Committee shall propose candidates for election by a majority vote of the membership present at the annual meeting or by mail ballot, in the event no annual meeting is held. Any member of the Association who wishes to propose a candidate may do so by submitting in writing the name of the candidate to the Chairman of the Nominating Committee at the office of the Association for consideration at least fifteen days prior to the date set for the election."

Therefore, if any voting members care to contribute their recommendations prior to this meeting of the Nominating Committee on October 17th, it is suggested that they be sent to this office in care of the Chairman of the Nominating Committee.



Stewarts introduces novel tea carton

A new and novel Tea carton is making its appearance on food store shelves. This new carton has two openings, 1) a conventional lid at the top from which more than one bag at a time can be withdrawn; 2) a die cut slot at the bottom for convenient self-dispensing of individual servings.

Because all Stewart's Private Blend Tea is now packed in the new flat "Full-Brew" bag, users interested in using one bag at a time need only to open the die cut section at the bottom of the Stewart's carton and withdraw the desired one bag at a time.

This new carton is the first improvement in the packaging of Tea for a generation. It was designed by Mr. William M. Ramsay, General Manager of the Stewart's Private Blend Coffee Company—Tea Division.

COFFEE & TEA INDUSTRIES and The Flavor Field

green coffee brokers

A. L. RANSOHOFF CO., INC.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

C. T. KONTOS & CO.

COFFEE BROKERS
AND
IMPORT AGENTS

79 Wall Street

New York 5, N. Y.

BALZACBRO

IS

SELECTED

RELIABLE GENUINE QUALITY

Specialists in Colombian Coffees
Mexicans Milds

BALZAC BROS. & COMPANY, INC.
NEW YORK

ERNEST SINGHOFEN & Co., Inc.

Coffee

NEW YORK

TEL.: WHITEHALL 4-8182

109 FRONT STREET

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

San Francisco

DOuglas 2-1474

Edward P. McCauley & Co., Inc.

COFFEE

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

J. N. SOARES CO.

110 FRONT ST.
Telephone:
Whitehall 4-8152

NEW YORK 5, N. Y.
Cable Address:
"JOSOARES" New York

Agents for Angolan Shippers
MEMBER: GREEN COFFEE ASSN. OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

67 California Street

San Francisco 11, Calif.

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

Homemakers will air complaints and offer suggestions on Food Packaging at McCall's Fifth Annual Congress on Better Living

If manufacturers think Congressional committees have been hard on them in the recent investigations of food packaging practices and abuses, they are advised to be prepared for some real lumps from the all-important consumers who buy and use the packages—America's homemakers.

This advice comes straight from the planners of McCall's Congress on Better Living, whose Fifth Annual meeting is to be held in Chicago, Illinois, September 24-28. A key portion of the second day's discussion on Food (September 26), will give homemaker-delegates from all 50 states a chance to voice their pet peeves and to offer suggestions for bettering the containers they spend their days opening and closing.

During McCall's Congress on Better Living in 1960, the uninhibited discussion of food packaging was highlighted by a wealth of ideas—and opinions—which raised eyebrows from Madison Avenue to a dozen design centers. Among the more vociferous complaints were cans with keys that get off the track so "my husband has to get a pair of pliers to get the stuff out of the can"; boxes with "press here" openings that don't open; wrappings that can't be re-wrapped; and unwieldy boxes with "crazy names that don't tell you how much is in them".

Proof that some heed was paid to ideas endorsed by Congress delegates can be found in every supermarket, where screw-top jars are now commonplace, cheese slices are often separated, and many more packages are provided with pouring spouts. But the delegates chosen for the Fifth Annual Congress from all fifty states have indicated that there is much room for improvement and they intend to make themselves heard further on the subject.

In addition to a discussion of packaging during the Food session, the homemakers will also cover shopping patterns, their attitudes toward cooking, their thoughts on "convenience" foods, and any eating problems or nutritional questions that arise in their families.

General theme of the Fifth Annual Congress on Better Living is "The New American Family", and seven round-table discussion sessions are scheduled for the four-day meeting at the Edgewater Beach Hotel.

Exhaust Silencer Questionnaire

A questionnaire to aid companies determine silencing requirements for exhausts is now available from the Industrial Department of Industrial Acoustics Company, Inc., 341 Jackson Avenue, New York 54, N. Y.

When completed, the questionnaire will assist in the selection of the correct muffler for the silencing of gas turbines, diesel engines, gas engines, compressors, blowers, jet engines and other high velocity discharge systems.

The questionnaire and muffler literature is available by writing Industrial Acoustics Company.

Three coffee executives appointed to N. C. A. research committee

The National Coffee Association's Research Committee, working on a study to determine why per capita consumption of coffee in the U.S. has not kept pace with the growth in population and disposable income, has added three members to the group.

Joseph P. Atha, Charles W. Duncan, Jr., and R. C. Shropshire have joined John F. McKiernan, Chairman, Arthur E. Larkin and Edward Aborn on the Committee.

The Research Committee announced the selection of National Analysts, Inc. to conduct a nation-wide study.

National Analysts, Inc., which has headquarters in Philadelphia, has been conducting research projects for industry since 1943. Among its former and current clients are: E. I. du PONT de NEMOURS & CO.; Armstrong Company, Inc.; Chrysler Corp.; Pet Milk Co.; Schmidts & Sons Brewery; General Electric Co.; American Dairy Association; Thomas J. Lipton Inc.; and Eastman Chemical Products, Inc., a subsidiary of Eastman Kodak Co.

Continental Can issues folder on extrusion laminations

"Extrusion Laminations," a new folder available from the Flexible Packaging Division of Continental Can Company, Mount Vernon, Ohio, describes the advantages of molten polyethylene as a laminant. Converted from pure poly flake, the molten polyethylene film "welds" itself to foil, paper, cellophane and many other materials to create strong heat sealable packages that give increased moisture protection and are odor free.

The colorful 6-page folder discusses the possibilities that extrusion laminations open to both food and non-food products: they present a choice of over 10,000 different combinations of coatings and laminations. Combined with foil, polyethylene increases the tear and puncture strength of the foil and produces a superior moisture barrier by reducing the incidence of flexural fractures. Combined with paper or other opaque materials, it makes possible almost unlimited combinations of strength, flexibility, absorption, appearance and "hand." For "see-through" packaging materials, the special polyethylene used protects the printing on cellophane, Mylar and other films.

Made of electronically-controlled extrusion laminators, flexible or stiff laminations can supply every flexible packaging need for pouches, bags, sheets or rolls.

MARK YOUR CALENDAR

23RD ANNUAL NATIONAL
PACKAGING FORUM

OCTOBER 18 - 19 - 20
HOTEL BILTMORE, N.Y.C.

COFFEE & TEA INDUSTRIES and The Flavor Field

Redesigned Label . . .



"No marketing victory is complete until you've won that last vital skirmish for Mrs. Consumer's attention on the supermarket shelf."

So says Jerome S. Neuman, president of Martinson Coffee, who is about to unleash his own major marketing effort in the New York area this fall. Key weapons in his drive include a redesigned can label and a hard-sell shipping carton.

Both items will start appearing in stores in September and are aimed at reinforcing the "fresh look" being sought for Martinson in the largest fall advertising and selling campaign ever waged for a regular coffee in this market.

Mr. Neuman described the label change as the most important in the can's 35-year history. "We have modernized our label," he said, "without destroying the identity which has gained strong consumer acceptance."

From the design standpoint, the new can label has been greatly simplified through a reduction in the number of elements and the concentration of the remaining visual units into larger masses of color. The basic style of the logotype remains the same, except that the "s" has been dropped from "Martinson's."

The company feels that its label now has greater contemporary eye appeal and shelf impact, yet retains the prestige appearance needed for a premium coffee. Martinson is the highest-priced major brand of coffee in its markets.

American Can Company's Canco Division worked with Martinson and the coffee firm's advertising agency, Grey Advertising, Inc., on the new design. Canco and Continental Can Co. are the suppliers.

The shipping carton innovation takes a standard item and puts it to work at point-of-sale. The device: illustration of stacked cans of Martinson Coffee around the package. Martinson believes this to be an industry "first."

Unlike the brown corrugated carton imprinted with the company name and a large illustration of the can usually found in the industry, the new Martinson carton has white background on which life-size cans are illustrated in their actual colors. Red and blue denote the different Martinson grinds.

Said Mr. Neuman, "This simple change takes a stereotyped case and brings it to life as a point-of-sale display. No matter how the cartons are cut by the retailer, any-

(Continued on page 36)

BOOK SHELF . . .

Because of the continuing number of requests for technical books relating to the coffee, tea, and spice trades, "Coffee and Tea Industries" lists below publications, currently available, and ready for mailing.

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY".

A summary of worldwide coffee research with chapters covering all phases of present day technological achievements in this field. Physiology, genetics, cytology of the coffee tree; mineral nutrition; mechanization of cultural operations; weed and insect control of plants; and factors relating to inherent qualities of green coffee are all covered in depth by experts in the field. A must for growers, shippers, importers, and roasters, as well as libraries and research organizations. **\$2.50**

"THE COFFEE-MAN'S MANUAL". A compendium of information on stateside operations of the coffee trade. Aroma tests, brewing grinds, flavor testing, roasting procedures, and laboratory equipment give a working knowledge of how to meet the problems of the coffeeman's day. **\$2.50**

"MANUFACTURING PROCESSES FOR SOLUBLE COFFEE". Methods and procedures necessary to a successful soluble coffee processing operation are described and detailed in this booklet written by experts in this area. **\$1.00**

"TEA". An excellent book containing descriptive accounts of the various stages of tea cultivation and manufacture, a discussion of fundamental agricultural and technological principles, which have relevance wherever tea cultivation is carried on. The author, Dr. T. Eden, was formerly with the Tea Research Institute of Ceylon. **\$7.25**

"A TREASURY OF SPICES". 200-page, hard cover book, including history, descriptions, and illustrations of major spices, trade statistics, etc. **\$4.50**

Copies of the books listed above mailed postpaid in U.S.A., on receipt of check, or money order. Foreign residents please remit 10 percent additional to cover mailing costs.

COFFEE AND TEA INDUSTRIES

106 Water Street

New York 5, N. Y.

New hot-filled paper container from Dixie Cup

A paper container that can be hot-filled by food processors and used for re-heating of the food in the consumer's home oven is being exhibited by Dixie Cup at the National Paper Trade Association Convention in Chicago October 22-25.

Dixie Cup, exhibiting in booths # 101-2-3-4 at the Conrad Hilton Hotel, says the new package is aimed at providing more convenience and efficiency for both the food packer and the housewife.

It is a Mira-Glaze product—that is, lined with polyethylene. The lining makes the hot-fill and oven reheating—at temperatures up to 350 degrees F.—possible. The outside of the package also is plastic treated, giving it an attractive sheen that brightens the design.

Central food packers, food stores, caterers and restaurants, cafeteria take-home departments or other food service organizations may use the new cup package for hot-filling, by machine or hand, such items as baked beans, stews, meat pies and desserts such as jellies and custards. The container, Dixie Cup says, also is ideal for packaging liver and other variety meats sold from supermarket refrigerator cabinets. It also may be used for frozen foods and fresh vegetables such as brussels sprouts and mushrooms.

The new container is available in the stock "Shadow Leaf" design and also can be specially printed. It is being offered in a 16-ounce size and additional sizes will be introduced later. The cup package can be used with standard paper, metal or plastic coverall closures.

Dixie Cup technicians say tests show the cup is light in weight and, therefore, reduces shipping and handling costs.

Rudd-Melikan, Inc. initiates program to lease used equipment

Rudd-Melikian, Inc., pioneer manufacturer of automatic coffee vending equipment, has announced the start of a program to lease used equipment to vending operators.

"This is a new service," reports Tony Minton, sales manager of the Used Equipment Division. "It is especially designed to give operators the opportunity to serve fringe locations profitably without tying-up capital."

"As far as we can determine, this is the first time that used equipment has been made available for leasing in the automatic merchandising industry."

To take advantage of this new money-making opportunity, an operator need only sign a one-year lease with an option to re-new. Rental fees paid may be applied against purchase, if the operator desires. All equipment is guaranteed to be in working condition.

Shipping News — Farrell Lines

Farrell Lines has purchased Monrovia Navigation Co. which carries coastal and river traffic in petroleum products to Nigerian ports inaccessible to ocean-going vessels. Pan American Airways has applied for permission to include Lagos in its West African routes.

New Incentive Firm — PIC

Performance Incentives Corporation today announced the publication of a 102-page Prize Award Book for distribution to clients of the newly-formed firm organized to create and execute incentive programs.

PIC also announced that sales offices are now in operation in New York City, Boston, Philadelphia, Chicago, Minneapolis and Glendale, Cal.

The Prize Award Book, printed in 4-color rotogravure, lists more than 1,400 items of nationally-advertised, quality merchandise to be used as awards in incentive programs. The merchandise selection is indicative of PIC's ability to service virtually any incentive goal. The prize list ranges from kitchen towels and can openers to swimming pools, jet-powered boats and mink jackets.

PIC has also included an 8-page "Pic-A-Trip" insert with the Prize Award Book. It lists 41 different holiday package tours ranging from a week-end in the Catskills to a 3-week grand tour of Europe.

When distributed to clients by PIC, the book will also contain a list of the more than 200 Prize Incentive Centers now in operation from coast-to-coast where many of the merchandise awards can be conveniently redeemed. Another insert will list the point equivalent of each item in the Prize Award Book for the information of individuals participating in various incentive programs.

Formation of Performance Incentives Corporation as an affiliate of The Grand Union Company was announced last month by Thomas C. Butler, President of the Eastern food chain. Grand Union is associated in PIC with Premium Corporation of America, Minneapolis, Minnesota, one of the nation's largest distributors of premium merchandise.

William H. Preis, Grand Union Vice President and President of the food chain's Stop and Save Trading Stamp Corporation which distributes Triple-S Blue Stamps, is President of the new corporation.

PIC offers a tailor-made incentive program to suit any client. Campaigns may be used to increase sales, boost productivity, stimulate employee suggestions, reduce accident rates, lessen absenteeism and waste—virtually any goal that can be related to incentives.

Other officers of PIC are Jack F. Elmer and John O. Young, Vice Presidents, and Bertram D. Shepard, Secretary and Treasurer.

PIC's "Book of Awards" was printed in rotogravure by R. R. Donnelly & Sons, Chicago. Design and photography was by the Whitaker-Gurensen Studio, Chicago.

The catalog's gate-fold cover, showing a delighted wife and her two children receiving a luxurious gift package from a father clad in the armor of a knight-errant, is unique in the sales incentive field. Ample space is provided on the inside of the front and back covers of the catalog for clients to print campaign rules of their incentive programs.

Redesigned Label

(Continued from page 35)

one seeing them gets the immediate impression of a Martinson display.

"When two or more cartons are stacked, the mass effect of Martinson cans is really a sensational eye-stopper."

Martinson and Grey developed the idea for the cartons.



AFRICA SERVICE

Fast Monthly Sailings

FROM:

East Africa, Djibouti and Assab

VIA: Mediterranean

TO: Atlantic Coast Ports, New Orleans* and Pacific Coast Ports

Optional Bills of Lading Issued For Atlantic Coast / Gulf / Pacific Coast Ports

New York

Java Pacific Line, Inc.
25 Broadway

New Orleans

Strachan Shipping Co.
1607 American Bank Bldg.

San Francisco

Transpacific Transportation Co.
351 California Street

Vancouver

Dingwall, Cotts & Co., Ltd.
802 West Hastings Street

* Direct or with transshipment

WHICHEVER WAY YOU GO — GO NEDLLOYD



HELLENIC DESTINY

Sailing from

CALCUTTA

Sept. 20th

Arrive

NEW YORK CITY

Oct. 24th

•

HELLENIC SAILOR

Sailing from

CALCUTTA

Oct. 9th

Arrive

NEW YORK CITY

Nov. 14th

•

Calcutta Agents:

F. W. HEILGERS & CO.

(PRIVATE) LTD.

CHARTERED BANK

BUILDING

CALCUTTA 1, INDIA

FAST DIRECT SERVICE

from INDIA, CEYLON, RED SEA—→to U. S. ATLANTIC and GULF PORTS

Pier at foot of 57th St., Brooklyn

39 BROADWAY, NEW YORK 6, N. Y., Digby 4-3334

319 INT'L. TRADE MART, NEW ORLEANS 12, LA., Jackson 2-0182

American President Lines — President Tyler

The 23,000 ton Sea Racer cargoliner President Tyler, latest ship in the American President Lines' fleet replacement program, entered service (Monday, August 21), and will load cargo in San Francisco, Los Angeles and San Diego for her maiden voyage across the Pacific to the Orient, APL President George Killion announced.

The President Tyler was constructed at Bethlehem Steel's San Francisco shipyard at a cost of \$16,000,000. She is not only the nation's newest cargoliner, but, along with her sistership President Lincoln, now on her second voyage, ranks among the largest, fastest and most efficient sailing under any flag.

It has been estimated that entry of the new President Tyler into service will mean an annual increase of \$2,000,000 to the economy of California. The President Tyler will be in Los Angeles August 22-24 and in San Diego, August 25 and 26. She will sail from San Francisco for Yokohama on August 31.

There were many special features and innovations built into the Sea Racer. She is a partial container ship with one hold constructed to accommodate 126 twenty-foot Cargo-Vans in specially built cells to fit them, and another designed for easy conversion to a container hold in the future. Riding above the container hatch is an 80-ton gantry crane, with a capacity of 25 tons, to move the Cargo-Vans on and off the ship, between hold and dock, in a two-and-a-half minute cycle.

The President Tyler has a capacity for 727,596 cubic feet of general cargo, which, if put into railroad box cars, would form a train one-and-a-half miles long.

Other innovations built into the President Tyler include a new type electrohydraulic cargo gear, the same design used on the nuclear merchant ship, Savannah; stainless steel clad deep tanks, never before installed on a freighter; foamed-in-place refrigeration insulation; ship-board cargo pumps for more efficient discharge of liquid cargoes; hydraulic hatch covers; air preheaters; and, the utmost in navigational aids.

The spacious and luxurious staterooms and public rooms, for a maximum of 12 passengers, the creation of Eleanor LeMaire, New York interior designer and color specialist, rival those of the latest passenger liners. They are psychologically attuned to the special requirements of a small complement of passengers who will call their ship "home" for weeks or months. All passenger areas are completely air-conditioned. They include eight staterooms, a lanai suite, the Main Lounge, the Dining Room, a Card Room, with Library and Self-Service Bar, and an Observation Lounge.

Design agent was the George G. Sharp Company and the architectural firm of Anshen & Allen, San Francisco, were consultants on the hotel section. The entire Sea Racer project was under the direction of George T. Paine, APL's Vice President, Engineering.

Construction of the President Tyler began January 28, 1960, when the keel was laid and she was launched and christened by Maryon Davies Lewis, daughter of APL Board Chairman Ralph K. Davies, on December 20.

The new President Tyler is the third ship in the American President Lines' fleet to bear the name of the tenth President of the United States. The first Presi-

dent Tyler, a 522-type liner built in 1920, was sold for scrapping in 1957. The second, a 1944 Victory cargo-liner, has been retired to the reserve merchant fleet in the Hudson River, New York.

The man who will command the new Sea Racer cargoliner President Tyler on her maiden voyage is Captain Robert W. Sweetser, a veteran Mariner whose seafaring heritage dates back to the Revolutionary War period.

"I have papers giving clearance to a Captain Sweetser to navigate his sailing schooner into British ports during the year 1772," Sweetser said.

"And," he added proudly, "I have proof a Sweetser was with the Massachusetts State Militia when they were called to war by President Lincoln."

Captain Sweetser's own sea career began in 1928 as a cadet with the Dollar Line, predecessor company to American President Lines.

Three years later he received his first assignment as a licensed deck officer, aboard the Company's first President Jackson.

He is no stranger to maiden voyages having served as Chief Officer on the maiden voyage of the APL flagship President Cleveland in 1947 and, six months later, was assigned to the maiden voyage of the sistership President Wilson.

Captain Sweetser received his Master's license in January, 1943 and subsequently commanded a number of President liners including the Presidents Jackson and Adams on their maiden voyages.

A native San Franciscan, 52-year-old Sweetser was headed for dental school following graduation from Sacred Heart High School. But his family background and an older brother influenced Sweetser to take to the sea.

Sweetser's first command was during World War II as Master of a Liberty ship assigned to a British convoy in the Mediterranean. "During a stopover in Algiers," Sweetser recalled, "we were reviewed by King George himself."

Later Sweetser served as a naval officer for three years in the Office of Naval Operations at Washington. He holds the rank of Lt. Commander in the Naval Reserve.

Returning to American President Lines, Captain Sweetser was active in the Company's shipbuilding program serving as Superintendent of new construction for three cargoliners, Presidents Van Buren, Johnson and Harrison. For two years he was APL's Port Captain in New York and then returned to sea.

Captain Sweetser's last command, before taking the new President Tyler, was aboard the President Johnson, the same ship that he supervised construction.

A former schoolmate and a shipmate aboard the former passenger liner President Hoover in 1937 was Robert McNamara, now Secretary of Defense.

Captain Sweetser's home is in San Francisco with his wife, Kathryn, and their three children, Barbara, Mathew and Mary, all in school.

Captain Sweetser's staff on the President Tyler includes Chief Engineer J. C. Smith; Chief Mate, C. J. Moller; Chief Steward, Charles Hawkins; and, Chief Purser, George Lazorisak.

Shipping News — Belgian Line

The Belgian Line has entered into a fifteen-year lease with the City's Department of Marine and Aviation for the construction and tenancy of a new \$6,200,000 three-berth wharf terminal on Manhattan's lower East River waterfront upstream from the Manhattan Bridge and extending from Rutgers Slip to Gouverneur Slip, Marine and Aviation Commissioner Vincent A. G. O'Connor recently announced.

To Remove Ten Old East River Piers

Mr. O'Connor hailed the Belgian Line's new terminal as "another major advance in the Department of Marine and Aviation \$40,000,000 redevelopment of the historic and vital lower Manhattan East River commercial waterfront."

"For the development of the Belgian Line wharf and the adjoining Furness, Withy-Bowater newsprint terminal, ten old, outmoded East River piers will be demolished," Mr. O'Connor noted.

"Practically the whole East River waterfront, from the Manhattan Bridge upstream to Corlears Hook Park will be, as a result of these two major improvements alone, completely updated with modern and efficient facilities substantially strengthening the City's port economy and furnishing greatly increased waterfront labor employment."

The proposed Belgian Line lease has been recommended by Commissioner O'Connor to the Board of Estimate by whom it was referred at its August 24th meeting to the Comptroller for his review and report. The lease was executed on behalf of Belgian Line, Incorporated by J. Cattier, its chairman, and Emile Heyrman, its president. Belgian Line, Incorporated is general North American agent for Compagnie Maritime Belge, S.A. of Antwerp ("Belgian Line") and Compagnie Maritime Congolaise S.C.R.L. of Leopoldville ("Belgian African Line").

Shipping News — Stockard

The M/S SANTOS of the Ivaran Lines arrived in New York with cargo of general merchandise from Argentina and Coffee from Brazil.

While at Niteroi, a port located across the bay of Rio de Janeiro opposite the Port of Rio de Janeiro, the M/S SANTOS loaded the one millionth bag of coffee exported from that port. Niteroi was opened for the export of coffee two years ago and since that time has been an increasingly important exit for Brazil's principal commodity produced in the State of Sao Paulo. The development of Niteroi was pioneered by Noel Pires Ferreira with the cooperation of the Governor of the State of Rio de Janeiro. The port has warehouses for storing over 100,000 bags of coffee at one time and three berths to accommodate ocean going vessels. Special celebrations were held in Niteroi on the occasion.

To preserve the identity of the one millionth bag of coffee, Captain J. Naess of the M/S SANTOS took personal charge of it and did not permit it to be loaded in the holds of the vessel with other not so distinguished bags. Volkart Brothers, Inc., 120 Wall Street were the buyers of the millionth bag and the seller was Edward Alfasso & Company, Inc., 135 Front Street, Agents for Alpha, S. A., Niteroi.

SEPTEMBER, 1961

The General Agents for the M/S SANTOS is STOCKARD SHIPPING COMPANY, INC., 17 BATTERY PLACE, NEW YORK 4, NEW YORK.

Mooremack announces "The Gaucho" and "The Carioca" cruises

Six special South American cruises—called "The Gaucho" and "The Carioca"—have been scheduled in an interesting program for the new luxury liners ARGENTINA and BRASIL in the fall of 1961, winter of 1961 and 1962 and early spring of 1962.

"The Gaucho" cruises offer a month of fun in Brazil, Argentina, Uruguay, and the Caribbean, sailing from New York, October 6th, November 10th, and March 23rd, to the delightful Latin ports of Bahia, Barbados, Rio de Janeiro, Santos (Sao Paulo), Montevideo, Buenos Aires, and Trinidad. The October 6th cruise also calls at Norfolk, Virginia on October 7th outbound, returning to Norfolk on November 6th; and makes a special call at San Juan, Puerto Rico.

For "The Carioca" cruises the sleek white SS BRASIL and SS ARGENTINA will sail September 15th, December 15th, and January 12th to Barbados and Trinidad, British West Indies, Recife, Santos (Sao Paulo), Rio de Janeiro, and Bahia, Brazil. Added to the December 15th "Carioca" voyage will be the Port of San Juan, Puerto Rico.

These fun-filled trips complement a full slate of cruises of varied lengths to many ports of the world by Moore-McCormack's two new ocean queens. Already announced are nine Caribbean cruises in the fall and winter season of this year to such fun-giving places as Bermuda, Cartagena, Cristobal, Martinique, Nassau, and many more from New York and Port Everglades. The ARGENTINA is also scheduled on February 9th for a "Carnival in Rio" cruise, to the perpetual-motion Mardi Gras Festival in Brazil. While the BRASIL is off on February 21st from New York and the 23rd from Port Everglades on a fabulous 63-day "Sea-Safari" to the Caribbean, South America, Africa, and the Mediterranean. Next spring and summer, both ships travel to the north of Europe, including Scandinavia, the Baltic, and the U.S.S.R. on Northlands Cruises, favorites of knowledgeable travelers.

The SS BRASIL and SS ARGENTINA present a new concept in cruise vessels: built for comfort and intimacy, catering to the world-wide vacationer, not to crowds. All rooms are first-class, outside, individually air-conditioned. Professional entertainers, a skilled cruise staff, impeccable service, wide-screen movies, unsurpassed dining—all are hallmarks of the facilities and services of these lithe new liners. Moore-McCormack Lines offers the ARGENTINA and BRASIL for late 1961 and early 1962 cruises ranging from six to sixty-three days for people of all ages at prices to suit any budget.

Rx: Coffee

An English physician, despite his tea-drinking heritage, thought so highly of coffee that he bequeathed 56 pounds of it to his colleagues at the London College of Physicians so that they could meet monthly and drink a cup to his memory.



A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 BI-Dia—Black Diamond Steamship Co.
 BI-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Iino Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



THE NORTHERN PAN-AMERICA LINE A/S

Serving The

BRAZIL/U.S. GULF COFFEE TRADE

With modern, large 18 knot vessels making 3 monthly sailings from Brazilian coffee ports to New Orleans and Houston.

General Agents
 Oivind Lorentzen, Inc.
 New York 6, N. Y.



ship sailings

COFFEE BERTHS

Abidjan

9/10 Vigrid—Bl-Star	NY10/3 Pa10/6 Ba10/19 Nf10/10
9/10 Nopal Branco—GWA	N010/10 Ho10/15
9/15 Else—Maersk	NY10/2 LA 10/27 SF10/29
9/20 Obuasi—Eld-Dem	Nf10/7 Ba10/10
9/21 Del Aires—Delta	N010/6 Ho10/10
9/29 Afr Dawn—Farrell	NY10/16
10/6 London—Bl-Star	NY10/20 Pa10/24 Ba10/28 Nf10/27
10/10 Corneville—Am-W Afr	USA10/31
10/10 Shonga—Eld-Dem	Nf10/27 Ba10/31
10/15 Estelle—Maersk	NY11/1 Pa11/27 SF11/29
10/17 Del Mundo—Delta	N011/1 Ho11/5
10/20 Tana—Am-W Afr	USA11/1
10/24 Afr Pilgrim—Farrell	NY11/11
10/28 Del Santos—Delta	N011/11 Ho11/15
10/31 Costa Rica—Sev-Stars	NY11/20 Pa11/22 Ba11/24 Nf11/25
10/31 Tabor—Am-W Afr	USA11/15
11/7 Sekondi—Eld-Dem	NY11/24 Ba11/27 Pa11/29 Ha12/8
11/19 Elin Horn—GWA	N012/11 Ho12/14
11/24 Tulane—Am-W Afr	USA 12/15

Angra dos Reis

9/14 Del Rio—Delta	N09/27 Ho9/30
9/15 Iberia—Norton	NY10/1 Bo10/4 Pa10/6 Ba10/10 Nf10/11
9/15 Mormacwren—Am-Rep	Jx10/1 NY10/5 Bo10/8 Pa10/10 Ba10/11
9/24 Alice Torm—Torm	NY10/9 Bo10/12 Pa10/14 HR10/15 Ba10/17
	Chs10/19
9/26 Porsanger—Wes-Lar	LA10/21 SF10/23 Po10/29 Se10/30 Vall/1
9/29 Gudmundra—Norton	NY10/16 Bo10/18 Pa10/20 Ba10/21 Nf10/24
9/29 Del Sol—Delta	N010/10 Ho10/14
10/12 Del Oro—Delta	N010/25 Ho10/28
10/18 Evanger—Wes-Lar	LA11/15 SF11/8 Po11/24 Se11/25 Vall/27
10/26 Del Monte—Delta	N011/12 Ho11/16
11/2 Del Rio—Delta	N011/15 Ho11/19
11/8 Nordanger—Wes-Lar	LA12/5 SF12/7 Po12/14 Se12/16 Va12/18
11/16 Del Sol—Delta	N011/29 Ho12/3

Pt. Barrios

9/11 Cd de Cuenca—Granco	Ho9/18 N09/20
9/12 Mexico—Carib	NY9/22
9/17 Christiane—UFruit	Ho9/21 N09/25
9/18 Cd de Quito—Granco	Ho9/25 N09/27
9/20 Box Hill—UFruit	NY9/26
9/20 Cd de Santa Marta—Granco	NY10/10
9/21 Mildred Cord—UFruit	Ho9/26 N09/28
9/25 Yucatan—Carib	NY9/30
9/27 Arctic Gull—Granco	Ho10/1 N010/4
9/29 Zephyr—UFruit	Ho10/4 N010/6
10/3 Cd de Neiva—Granco	Ho10/9 N010/11
10/4 Leith Hill—UFruit	NY10/10
10/8 Christiane—UFruit	Ho10/12 N010/14

10/10 Yucatan—Carib	NY10/18
10/11 Box Hill—UFruit	NY10/17
10/16 Mildred Cord—UFruit	Ho10/21 N010/23
10/23 Zephyr—UFruit	Ho10/28 N010/30
10/25 Leith Hill—UFruit	NY10/31
10/29 Christiane—UFruit	Ho11/3 N011/5
11/1 Box Hill—UFruit	NY11/7

Barranquilla

9/10 Cd de Quito—Granco	Ho9/25 N09/27
9/13 George Lykes—Lykes	Ho9/19
9/18 Arctic Gull—Granco	Ho10/1 N010/4
9/20 Santa Sofia—Grace	Ba9/25 NY9/26
9/23 Cd de Popayan—Granco	NY10/3
9/25 Cd de Neiva—Granco	Ho10/9 N010/11
9/30 Cd de Santa Marta—Granco	NY10/10
10/11 George Lykes—Lykes	Ho10/17

Buenaventura

9/13 Santa Ana—Grace	NY9/20
9/15 John Schroder—Coldemar	Jx9/22 NY9/26
9/15 Cd de Barranquilla—Granco	Ba9/21 Pa9/22 NY9/24
9/16 Santa Mariana—Grace	Se10/8 Po10/14 LA9/27 SF9/29
9/17 Cd de Cali—Granco	Ho9/26 N09/28
9/19 Santa Maria—Grace	NY9/26
9/19 Banker—Gulf	Ho9/25 N09/30
9/19 Siredal—Granco	LA9/29 SF10/3 Va10/16
9/22 Cd de Pereira—Granco	Ba9/28 Pa9/29 NY10/1
9/22 Cali—Coldemar	Jx9/29 N010/3
9/27 Farmer—Gulf	Ho10/3 N010/8
9/27 Santa Catalina—Grace	NY10/4 Ba10/6 Pa10/10
9/28 Cd de Guayaquil—Granco	Ho10/6 N010/9
9/29 Manuel Majia—Granco	Ba10/5 Pa10/6 NY10/8
9/29 Erna Witt—Coldemar	Jx10/6 NY10/10
9/30 Hong Kong Clipper—Granco	Bo10/14 M10/19
10/4 Santa Luisa—Grace	NY10/11
10/5 Merchant—Gulf	Ho10/11 N010/17
10/5 Santa Malta—Grace	LA10/14 SF10/16 Po10/19 Se10/21
10/6 Cd de Pasto—Granco	Ba10/12 Pa10/13 NY10/15
10/9 Ranborg—Granco	LA10/19 SF10/23 Vall/5
10/9 Cd de Ibaque—Granco	Ho10/17 N010/20
10/13 Cd de Armenia—Granco	Ba10/19 Pa10/20 NY10/22
10/17 Trader—Gulf	Ho10/23 N010/28
10/27 Shipper—Gulf	Ho11/2 N011/7

Corinto

9/20 Degero—Mam	NY10/2
9/23 Beha—Mam	Ho10/3 N010/7
10/12 Mataura—Mam	Ho10/23 N010/27
10/13 Guatemala—Mam	NY10/24

A Partner of the Coffee Industry since 1919



Delta Line
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

NEW YORK • CHICAGO
ST. LOUIS • HOUSTON

AGENTS:

RIO DE JANEIRO: DELTA
LINE, INC.
Rua Visconde Inhauma 134
SANTOS: DELTA LINE, INC.
Praça da Republica 87

ABIDJAN & DOUALA
Union Maritime et Commerciale

LUANDA
Hull, Blyth (Angola), Ltd.

LOBITO & MATADI
Agence Maritime Internationale S.A.

TO NEW ORLEANS AND OTHER
U. S. GULF PORTS . . . FROM
SOUTH AMERICA
PARANAGUA, SANTOS, RIO DE JANEIRO
VICTORIA Regular Weekly Sailings

WEST AFRICA
ANGOLA, CAMEROONS, IVORY COAST
LIBERIA and REPUBLIC of CONGO
Direct Regular Service

Coffee Berths (Continued)

Pt. Cortes

9/12	Christiane—Ufruit	Ho9/21	N09/25
9/16	Box Hill—Ufruit	NY9/26	
9/18	Mildred Cord—Ufruit	Ho9/26	N09/28
9/25	Zephyr—Ufruit	Ho10/4	N010/6
9/26	Yucatan—Carib	NY9/30	
9/30	Leith Hill—Ufruit	NY10/10	
10/4	Christiane—Ufruit	Ho10/12	N010/14
10/7	Box Hill—Ufruit	NY10/17	
10/7	Yucatan—Carib	NY10/18	
10/12	Mildred Cord—Ufruit	Ho10/21	N010/23
10/19	Zephyr—Ufruit	Ho10/28	N010/30
10/21	Leith Hill—Ufruit	NY10/31	
10/25	Christiane—Ufruit	Ho11/3	N011/5
10/28	Box Hill—Ufruit	NY11/7	

Dar es Salaam

9/19	Mormacrio—Am-Rep	Boll/1	NY11/3
9/27	James McKay—Lykes	N011/6	Ho11/11
9/27	Robin Sherwood—Robin	Boll/1	NY11/3
10/8	Afr Rainbow—Farrell	Boll/10	NY11/12
10/9	Robin Mowbray—Robin	Boll/13	NY11/15
10/13	Afr Planet—Farrell	Boll/22	NY11/24
10/19	Robin Locksley—Robin	Boll/30	NY12/2
11/10	Margaret Lykes—Lykes	N012/10	Ho12/15

Djibouti

9/20	Hellenic Torch—Hellenic	NY10/12	
10/1	Hellenic Destiny—Hellenic	NY10/24	

Douala

9/22	Fernriver—Am-W Afr	USA10/25	
9/26	London—Bl-Star	NY10/20	Ba10/26 Nf10/27
9/28	Corneville—Am-W Afr	USA10/31	
9/30	Estelle—Maersk	LA11/27	SF11/29
10/8	Afr Pilgrim—Farrell	NY11/11	
10/8	Tana—Am-W Afr	USA11/1	
10/10	Del Santos—Delta	N011/11	Ho11/14
10/19	Tabor—Am-W Afr	USA11/15	
10/24	Costa Rica—Sev-Stars	NY11/20	Pa11/22 Ball/24 Nf11/25
11/4	Elin Horn—GWA	N012/11	Ho12/14
11/12	Tulane—Am-W Afr	USA12/15	

GUATEMALA

9/18	Rio Magdalena—Granco	LA10/1	SF10/5
9/20	P. Toscanelli—Italian	LA9/28	SF9/31 Po10/5 Se10/10 Va10/13
9/21	Santa Mariana—Grace	LA9/27	SF9/29 Se10/9 Po10/14
10/3	Rep de Colombia—Granco	LA10/18	SF10/22
10/19	Maryland—French	LA10/25	SF10/28 Vall/3 Sell/6 Poll/7
10/21	A. Volta—Italian	LA10/27	SF10/31 Poll/4 Sell/8 Vall/11

GUAYAQUIL

9/10	Santa Ana—Grace	NY9/20	
9/10	Cd de Baranquilla—Granco	Ba9/21	Pa9/22 NY9/24
9/10	Siredal—Granco	LA9/29	SF10/3 Va10/16
9/16	Santa Elisa—Grace	NY9/25	Ba9/27 Pa10/3
9/17	Cd de Pereira—Granco	Ba9/28	Pa9/29 NY10/1
9/23	Santa Margarita—Grace	NY10/2	
9/24	Manuel Mejia—Granco	Ba10/5	Pa10/6 NY10/8
9/24	Cd de Guayaquil—Granco	Ho10/6	N010/9
9/26	Hongkong Clipper—Granco	Bo10/12	M10/19
9/30	Ranborg—Granco	LA10/19	SF10/23 Vall/5
9/30	Santa Oliva—Grace	NY10/9	Ba10/13 Pa10/17
10/1	Cd de Pasto—Granco	Ba10/12	Pa10/13 NY10/15
10/1	Santa Luisa—Grace	NY10/11	
10/5	Cd de Ibague—Granco	Ho10/17	N010/20
10/8	Cd de Armenia—Granco	Ba10/19	Pa10/20 NY10/22

Lagos

9/14	Obuasi—Eld-Dem	Nf10/7	Ba10/10
9/16	London—Bl-Star	NY10/20	Pa10/24 Ba10/26 Nf10/27
9/18	Fernriver—Am-W Afr	USA10/15	
9/24	Corneville—Am-W Afr	USA10/31	
9/26	Estelle—Maersk	LA11/27	SF11/29
10/4	Tana—Am-W Afr	USA11/1	
10/4	Shonga—Eld-Dem	Nf10/27	Ba10/31
10/15	Tabor—Am-W Afr	USA11/15	
10/18	Costa Rica—Sev-Stars	NY11/20	Pa11/22 Ball/24 Nf11/25
11/8	Tulane—Am-W Afr	USA12/15	

La Libertad

9/18	Degero—Mam	NY10/2	
9/18	Beha—Mam	Ho10/3	N010/7
10/7	Mataura—Mam	Ho10/23	N010/27
10/9	Guatemala—Mam	NY10/24	

La Union

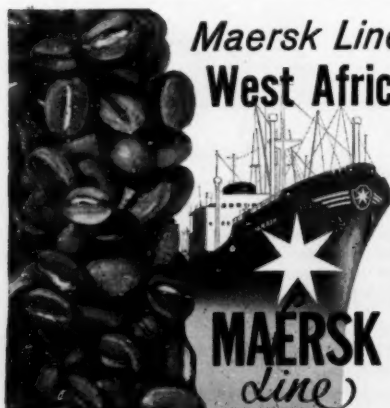
9/19	Degero—Mam	NY10/2	
9/20	Beha—Mam	Ho10/3	N010/7
10/9	Mataura—Mam	Ho10/23	N010/27
10/10	Guatemala—Mam	NY10/24	

Lobito

9/23	Lindi—B-Afr	NY10/15	
10/9	Lulua—B-Afr	NY10/28	
10/19	Vinkt—B-Afr	NY11/11	

Luanda

9/14	Del Aires—Delta	N010/8	
9/14	Lukuga—B-Afr	NY9/29	
9/15	Afr Grove—Farrell	NY9/30	
9/17	Afr Dawn—Farrell	NY10/16	
9/30	Lindi—B-Afr	NY10/15	
10/1	Afr Glen—Farrell	NY10/16	
10/13	Lulua—B-Afr	NY10/28	
10/21	Del Santos—Delta	N011/11	Ho11/15
10/26	Vinkt—B-Afr	NY11/11	
11/13	Elin Horn—GWA	N012/11	Ho12/14



**Maersk Line Provides the only Service from
West Africa to both U.S. Atlantic and Pacific Ports**

Monthly sailings from
**MATADI
DOUALA
ABIDJAN
MONROVIA
FREETOWN**
via modern cargo liners
Ship your cargo via
THE BLUE LINERS—
MAERSK LINERS®

MOLLER STEAMSHIP COMPANY, INC.

General Agents
30 Broad Street, New York 4, N.Y. • HANover 2-1500

West African Agents

MATADI: Agetraf, S. C. A. R. L., 3 rue de Vivi, P. O. Box 36, Matadi, Republic of the Congo.

DOUALA: Societe Navale Delmas Vieljeux, P. O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P. O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P. O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P. O. Box 130, Freetown, Sierra Leone.

TORIM LINES

SUPERIOR SERVICE FROM BRAZIL TO
U. S. NORTH AND SOUTH ATLANTIC PORTS

TORM LINES AGENCY, INC.

GENERAL AGENTS

24 STATE STREET

NEW YORK 4, NEW YORK

CABLE: TORMLINE

Matadi

9/11 Del Aires—Delta	N010/8
9/14 Lindi—B-Afr	NY10/15
9/20 Estelle—Maersk	NY11/1 Pa11/7 SF11/29
9/22 Afr—Farrell	NY10/16
9/30 Lulua—B-Afr	NY10/28
10/14 Vink—B-Afr	NY11/11
10/18 Del Santos—Delta	N011/15
11/9 Elin Horn—GWA	N012/11 Ho12/14

Mombasa

9/16 Afr Moon—Farrell	Bo10/20 NY10/22
9/17 Mormacrow—Am-Rep	Bo10/16 NY10/18
9/30 James McKay—Lykes	N011/6 Ho11/11
10/3 Sherwood—Robin	Bo11/1 NY11/3
10/6 Afr Rainbow—Farrell	Bo11/10 NY11/12
10/15 Mowbray—Robin	Bo11/13 NY11/15
10/22 Afr Planea—Farrell	Bo11/22 NY11/24
10/24 Locksley—Robin	Bo11/30 NY12/2
11/6 Margaret—Lykes	No12/10 Ho12/15

Monrovia

9/12 Del Campo—Delta	N010/2 Ho10/6
9/23 Obuasi—Eld-Dem	Nf10/7 Ba10/10
10/12 Corneville—Am-W Afr	USA10/31
10/13 Del Mundo—Delta	N011/1 Ho11/5
10/13 Shonga—Eld-Dem	Nf10/27 Ba10/31

10/22 Tana—Am-W Afr
11/2 Tabor—Am-W Afr
11/26 Tulane—Am-W Afr

USA 11/1
USA11/15
USA12/15

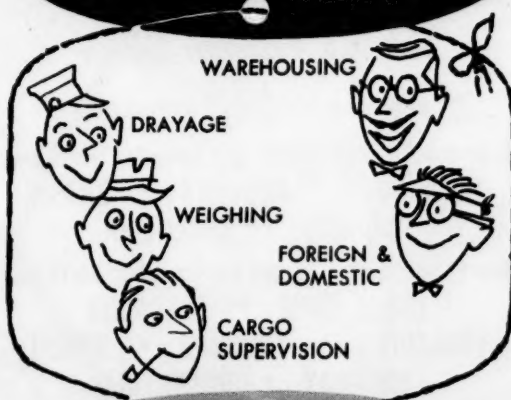
Paranagua

9/11 Del Rio—Delta	N09/27 Ho9/30
9/12 Iberia—Norton	NY10/1 Bo10/4 Pa10/6 Ba10/10 Nf10/11
9/12 Mormacwren—Am-Rep	Jx10/1 NY10/5 Bo10/8 Pa10/10 Ba10/11
9/15 Guatemala—Lloyd	N010/3 Ho10/7
9/16 Mormacpride—Am-Rep	Ba10/5 Pa10/7 NY10/8 Bo10/11 M10/15
9/17 Mexico—Lloyd	NY10/7
9/18 Del Mar—Delta	N010/4 Ho10/11
9/21 Sagoland—Brodin	Ba10/9 NY10/11 Pa10/13 Bo10/15 M10/20
9/21 Alice Torm—Torm	NY10/9 Bo10/12 Pa10/14 HR10/15 Ba10/17
	Chsn10/19
9/23 Mormacow—Am-Rep	NY10/11 Bo10/14 Pa10/17 Ba10/19 Nf10/20
9/24 Mormacland—Pac-Rep	LA10/22 SF10/25 Vall/5 Sell/7 Poll/9
9/25 Del Sol—Delta	N010/11 Ho10/14
9/25 Gudmundra—Norton	NY10/16 Bo10/18 Pa10/20 Nf10/24
9/25 Todos os Santos—Lloyd	N010/13 Ho10/19
9/27 Del Sol—Delta	N010/10 Ho10/14
9/27 Panama—Lloyd	NY10/17
10/2 Del Norte—Delta	N010/18 Ho10/24
10/7 America—Lloyd	Lloyd NY10/28
10/9 Del Oro—Delta	N010/25 Ho10/28
10/10 Itajai—Brodin	Ba10/29 NY10/31 Pa11/2 Bo11/4 M11/9
10/10 Cabo Orange—Lloyd	N010/28 Ho11/2
10/12 Evanger—Wes-Lar	LA11/15 SF11/18 Poll/24 Sell/25 Vall/27
10/16 Del Sud—Delta	N011/1 Ho11/7
10/17 Bolivia—Lloyd	NY11/6
10/23 Del Monte—Delta	N011/12 Ho11/16
10/25 Cabo Sao Roque—Lloyd	N011/12 Ho11/16
10/27 Chile—Lloyd	NY11/17
10/30 Del Rio—Delta	N011/15 Ho11/19
11/1 Nordanger—Wes-Lar	LA12/5 SF12/7 Po12/14 Sel12/16 Val12/18
11/6 Del Mar—Delta	N011/23 Ho11/28
11/13 Del Sol—Delta	N011/29 Ho12/3
11/17 Del Norte—Delta	N012/6 Ho12/12

Rio de Janeiro

9/10 Mormachawk—Am-Rep	NY9/24 Bo9/27 Pa9/29 Ba10/1 Nf10/2
9/14 Lia—Brodin	Ba9/29 Pa9/30 NY10/1 Bo10/4 M10/9
9/15 Del Rio—Delta	N09/27 Ho9/30
9/16 Mormacwren—Am-Rep	Jx10/1 NY10/5 Bo10/8 Pa10/10 Ba10/11
9/16 Mormacland—Pac-Rep	LA10/22 SF10/25 Vall/5 Sell/7 Poll/9
9/17 Guatemala—Lloyd	NY10/7
9/20 Mexico—Lloyd	NY10/7
9/21 Del Mar—Delta	N010/4 Ho10/11
9/24 Alice Torm—Torm	NY10/9 Bo10/12 Pa10/14 HR10/15 Ba10/17
	Chsn10/19
9/25 Sagoland—Brodin	Ba10/9 NY10/11 Pa10/13 Bo10/15 M10/20
9/26 Mormacow—Am-Rep	NY10/11 Bo10/14 Pa10/17 Ba10/19 Nf10/20
9/28 Todos os Santos—Lloyd	N010/13 Ho10/19
9/28 Porsanger—Wes-Lar	LA10/21 SF10/23 Po10/29 Sel10/30 Vall/1
9/30 Del Sol—Delta	N010/10 Ho10/14
9/30 Panama—Lloyd	NY10/17
10/5 Del Norte—Delta	N010/8 Ho10/24
10/11 America—Lloyd	NY10/28
10/13 Del Oro—Delta	N010/25 Ho10/28
10/13 Cabo Orange—Lloyd	N010/28 Ho11/2
10/14 Itajai—Brodin	Ba10/29 NY10/31 Pa11/2 Bo11/4 M11/9
10/19 Del Sud—Delta	N011/1 Ho11/7
10/20 Evanger—Wes-Lar	LA11/15 SF11/18 Poll/24 Sell/25 Vall/27
10/20 Bolivia—Lloyd	NY11/6
10/27 Del Monte—Delta	N011/12 Ho11/16
10/28 Cabo Sao Roque—Lloyd	N011/12 Ho11/16
11/1 Chile—Lloyd	NY11/17
11/3 Del Rio—Delta	N011/15 Ho11/19
11/9 Del Mar—Delta	N011/22 Ho11/28
11/10 Nordanger—Wes-Lar	LA12/5 SF12/7 Po12/14 Sel12/16 Val12/18
11/17 Del Sol—Delta	N011/29 Ho12/3
11/23 Del Norte—Delta	N012/6 Ho12/12

**GENERAL
PORT AGENTS..**



**DUPUY
STORAGE & FORWARDING
CORP.**

2601-39 DECATUR ST., NEW ORLEANS
7920 SO. COTTAGE GROVE AVE., CHICAGO

PH 547

Coffee Berths (Continued)

Santos

9/12	Lia—Brodin	Ba9/29 Pa9/30 NY10/1 Bo10/4 MI10/9
9/13	Del Rio—Delta	N09/27 Ho9/30
9/14	Brazil—Am-Rep	NY10/3
9/14	Mormacwen—Am-Rep	Jx10/1 NY10/5 Bo10/8 Pa10/10 Ba10/11
9/14	Guatemala—Lloyd	N010/3 Ho10/7
9/19	Mormacpride—Am-Rep	Ba10/5 Pa10/7 NY10/8 Bo10/11
9/19	Mexico—Lloyd	NY10/7
9/20	Del Mar—Delta	N010/4 Ho10/10
9/22	Mormacland—Pac-Rep	LA10/22 SF10/25 Vall/5 Sell/7 Poll/9
9/23	Sagoland—Brodin	Ba10/9 NY10/11 Pa10/13 Bo10/15 MI10/20
9/23	Alice Torm—Torm	NY10/9 Bo10/12 Pa10/14 HR10/15 Ba10/17
		Chsn10/19
9/25	Porsanger—Wes-Lar	LA10/21 SF10/23 Po10/29 Se10/30 Vall/1
9/27	Todos os Santos—Lloyd	N010/13 Ho10/19
9/28	Del Sol—Delta	N010/10 Ho11/14
9/29	Panama—Lloyd	NY10/17
10/4	Del Norte—Delta	N010/18 Ho10/24
10/9	America—Lloyd	NY10/28
10/11	Del Oro—Delta	N010/25 Ho10/28
10/12	Itajai—Brodin	Ba10/29 NY10/31 Pall/2 Boll/4 MI11/9
10/12	Cabo Orange—Lloyd	N010/28 Ho11/2
10/17	Evanger—Wes-Lar	LA11/15 SF11/18 Poll/24 Sel/25 Vall/27
10/18	Del Sud—Delta	N011/1 Ho11/7
10/19	Bolivia—Lloyd	NY11/6
10/25	Del Monte—Delta	N011/12 Ho11/16
10/27	Cabo Sao Roque—Lloyd	N011/15 Ho11/16
10/29	Chile—Lloyd	NY11/17
11/1	Del Rio—Delta	N011/15 Ho11/19
11/7	Nordanger—Wes-Lar	LA12/5 SF12/7 Pol2/14 Sel2/16 Val2/18
11/8	Del Mar—Delta	N011/22 Ho11/28
11/15	Del Sol—Delta	N011/29 Ho12/3
11/22	Del Norte—Delta	N012/6 Ho12/12

Victoria

9/10	Del Monte—Delta	N09/30 Ho10/4
9/15	Del Rio—Delta	N09/27 Ho9/30
9/18	Guatemala—Lloyd	N010/3 Ho10/7

9/29	Todos Os Santos—Lloyd	N010/13 Ho10/19
10/1	Del Sol—Delta	N010/10 Ho10/14
10/14	Del Rio—Delta	N010/25 Ho10/28
10/14	Cabo Orange—Lloyd	N010/28 Ho11/2
10/29	Cabo Sao Orange—Lloyd	N011/12 Ho11/16
10/29	Del Monte—Delta	N011/12 Ho11/16
11/4	Del Rio—Delta	N011/15 Ho11/19
11/18	Del Sol—Delta	N011/29 Ho12/3

Takoradi

9/18	Obuasi—Eld-Dem	N10/7 Ba10/10
9/18	Vigrid—BI-Star	NY10/3 Pa10/6 Ba10/9 N10/10
9/29	Fernriver—Am-W Afr	USA10/15
9/30	London—BI-Star	NY10/20 Pa10/24 Ba10/26 N10/27
10/5	Corneville—Am-W Afr	USA10/31
10/8	Estelle—Maersk	NY11/1 LA11/27 SF11/29
10/9	Shonga—Eld-Dem	N10/27 Ba10/31
10/15	Tana—Am-W Afr	USA11/1
10/26	Tabor—Am-W Afr	USA11/15
10/27	Costa Rica—Sev-Stars	NY11/20 Pall/22 Ball/24 N11/25
11/16	Elin Horr—GWA	Ho12/14
11/19	Tulane—Am-W Afr	USA12/15

Tamatave

9/17	Hood—Robin	Bo10/17 NY10/19
11/2	Locksley—Robin	Bo11/30 NY12/2
12/7	Robin—Goodfellow—Robin	Bo1/7 NY1/9

TEA BERTHS

Calcutta

9/20	Hellenic Destiny—Hellenic	NY10/24
9/21	Steel Chemist—Isthmian	NY10/27 N011/7
9/21	Excelsior—Am-Exp	NY11/2 Pall/5 HR11/7 Chsn11/11 Ball/15
10/8	Roebiah—JavPac	LA11/11 SF11/17 Poll/23 Sell/29 Val2/5
10/8	City of Singapore—Eli-Buck	MI11/15
10/9	City of Hereford—Eli-Buck	Bo11/14 NY11/17 Pall/20 N11/22 Ball/26
10/9	Exminster—Am-Exp	NY11/15 Poll/18 HR11/20 Chsn11/24
		Ball/28

**FOR
FAST DEPENDABLE DELIVERY**

... of your mild coffees
to United States markets ... rely on

**UNITED FRUIT
COMPANY**

Steamship Service

Regular Sailings between

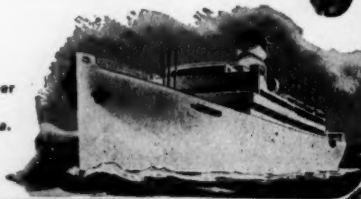
GUATEMALA • NICARAGUA

EL SALVADOR • COSTA RICA • HONDURAS

and

NEW YORK • NEW ORLEANS • HOUSTON

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles Ave.



MOORE-McCORMACK
Lines

AMERICAN FLAG SHIPS

Freight & Passenger Service

REGULAR SAILINGS BETWEEN:

East Coast United States and Canadian ports and

**TRINIDAD • BARBADOS • BRASIL
URUGUAY • ARGENTINA**

West Coast United States and Canadian ports and

**CANAL ZONE • COLOMBIA
VENEZUELA • TRINIDAD • BRASIL
URUGUAY • ARGENTINA**

**United States East Coast ports to
Ports of South and East Africa and
the Indian Ocean Islands**

Tel.: Digby 4-5000

TWO BROADWAY NEW YORK 4, N. Y.
Offices in Principal Cities of the World

Tea Berths (Continued)

10/9 Jalakirti—Scindia
10/9 Hellenic Sailor—Hellenic
10/21 Steel Architect—Isthmian
11/8 Friesland—JavPac
11/11 Steel Scientist—Isthmian
11/21 Steel Surveyor—Isthmian

Bo11/9 NY11/10 N011/22
NY11/14
NY11/25 N012/6
LA12/12 SF12/19 Po12/26 Se12/31 Va1/5
N012/15
NY12/25 N01/6

Cochin

9/13 Utrecht—JavPac
9/15 Exchange—Am-Exp

9/16 Adams—Am- Pres
9/17 Jaladhir—Scindia
9/19 City of Bedford—Ell-Buck
9/22 Morroe—Am- Pres
9/27 Leise—Maersk
10/2 Steel Admiral—Isthmian
10/2 Excelsior—Am- Exp

10/7 Hayes—Am- Pres
10/8 Lica—Maersk
10/12 Hoegh Cliff—JavPac
10/16 Steel Flyer—Isthmian
10/17 Exminster—Am- Exp

10/17 Jalakirti—Scindia
10/19 City of Singapore—Ell-Buck
10/19 Arthur—Am- Pres
11/1 Badger State—Isthmian
11/16 Steel Advocate—Isthmian
11/30 Steel Advocate—Isthmian
12/16 Steel King—Isthmian

LA11/6 SF11/11 Po11/17 Sell/20 Vall/23
Bo10/14 NY10/16 Pa10/19 HR10/21
Chsn10/25 Ba10/29
NY10/20 Bo10/24 Pa10/26 Ba10/27 HR10/28
Bo10/10 NY10/11 NY10/22
M10/15
NY10/30 Bo11/3 Pa11/6 HR11/7
Ha10/24 NY10/27 M11/6
Bo10/27 NY10/28
Bo10/31 NY11/2 Pa11/5 HR11/7 Chsn11/11
Ba11/15
NY11/10 Bo11/16 Pa11/18 Ba11/19 N011/22
Ha11/3 NY11/6 M11/20
LA12/7 SF12/12 Po12/18 Se12/21 Va12/24
Bo11/10 NY11/11
NY11/15 Pa11/18 HR11/20 Chsn11/24
Ba11/28

Colombo

9/14 Jaladhir—Scindia
9/14 Adams—Am- Pres

Bo10/10 NY10/11 N010/22
NY10/20 Bo10/24 Pa10/26 Ba10/27 HR10/28

9/14 Exchange—Am-Exp

9/17 City of Bedford—Ell-Buck
9/17 Utrecht—JavPac
9/18 City of Worcester—Ell-Buck
9/27 Leise—Maersk
9/30 Steel Admiral—Isthmian
10/3 Steel Chemist—Isthmian
10/14 Jalakirti—Scindia
10/14 Steel Flyer—Isthmian
10/15 Steel Ace—Isthmian
10/17 Hoegh Cliff—JavPac
10/17 City of Singapore—Ell-Buck
10/17 Arthur—Am- Pres
10/18 City of Hereford—Ell-Buck
10/27 Laura—Maersk
10/29 Excelsior—Am-Exp

10/30 Badger State—Isthmian
10/31 Steel Architect—Isthmian
11/7 Anna—Maersk
11/14 Steel Advocate—Isthmian
11/15 Steel Scientist—Isthmian
11/28 Steel Executive—Isthmian
12/1 Steel Surveyor—Isthmian
12/14 Steel King—Isthmian

Bo10/14 NY10/16 Pa10/19 HR10/21
Chsn 10/25 Ba10/29
M10/15
LA11/6 SF11/11 Po11/17 Sell/20 Vall/23
Bo10/14 NY10/16 Pa10/19 N10/20 Ba10/24
Ha10/24 NY10/27 M11/6
Bo10/27 NY10/28
NY10/27 N011/7
Bo11/9 NY11/10 N011/22
Bo11/10 NY11/11
N011/15
LA12/7 SF12/12 Po12/19 Se12/21 Va12/24
M11/15
NY11/22 Bo11/30 Pa12/2 Ba12/3 HR12/5
Bo11/14 NY11/17 Pa11/20 B11/22 Ba11/26
Ha11/23 NY11/27
Bo10/31 NY11/2 Pa11/5 HR11/7 Chsn11/11
Ba11/15

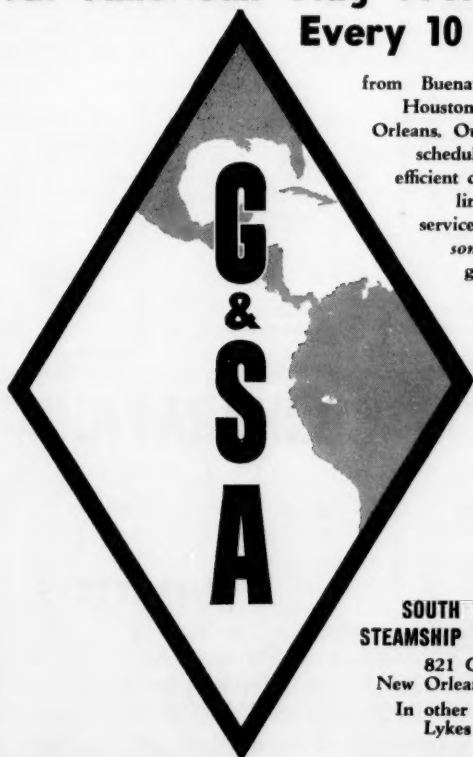
Bo11/28 NY11/29
NY11/25 N012/6
Ha12/4 NY12/7
Bo12/12 NY12/13
N012/15
Bo12/26 NY12/28
NY12/25 N01/6
Bo1/11 NY1/13

Djakarta

9/13 Jesse Lykes—Lykes
9/13 Steel Admiral—Isthmian
9/16 Lica—Maersk
9/19 McKinley—Am- Pres
9/27 Elizabeth Lykes—Lykes
9/27 Steel Flyer—Isthmian
10/2 Laura—Maersk
10/7 Badger State—Isthmian
10/16 Anna—Maersk
10/19 Zoella Lykes—Lykes
10/28 Steel Advocate—Isthmian
11/9 Steel Executive—Isthmian
11/25 Steel King—Isthmian

N010/24 Ho10/31
Bo10/27 NY10/28
NY11/6 M11/20
NY11/10 Pa11/16 Ba11/17 Bo11/20 HR11/25
N011/12 Ho11/16
Bo11/10 NY11/11
Ha11/23 NY11/27
Bo11/28 NY11/29
Ha12/4 NY12/7
N011/27 Ho12/1
Bo12/12 NY12/13
Bo12/26 NY12/28
Bo1/11 NY1/13

An American Flag Freighter Every 10 Days



from Buenaventura to
Houston and New
Orleans. Our regularly
scheduled sailings,
efficient cargo hand-
ling and fast
service can solve
some of your
green coffee
inventory
problems.

**GULF &
SOUTH AMERICAN
STEAMSHIP CO., INC.**
821 Gravier St.
New Orleans 12, La.
In other cities call
Lykes or Grace

HÖEGH LINES

LEIF HÖEGH & CO. A/S OSLO

*Careful handling of your
Tea Shipments*

**REGULAR SAILINGS TO
EAST CANADA,
U. S. NORTH ATLANTIC
AND GULF PORTS**

from
**MALAYA, INDONESIA, CEYLON
COCHIN, BOMBAY**



KERR
STEAMSHIP COMPANY, INC.

General Agents

Clegg Bldg., 51 Broad Street, New York 4, N. Y.
WHitehall 4-4450

Tea Berths (Continued)

Djibouti

9/23 Exchange—Am-Exp	Bo10/14 NY10/16 Pa10/19 HR10/21 Chsn10/25 Ba10/29
10/8 Excelsior—Am-Exp	Bo10/31 NY11/2 Ba11/5 HR11/7 Chsn11/11 Ba11/15
10/9 Steel Chemist—Isthmian	NY10/27 NO11/7
10/9 Steel Admiral—Isthmian	Bo10/27 NY10/28 NY11/15
10/21 Steel Age—Isthmian	Bo11/13 NY11/15 Pa11/18 HR11/20 Chsn11/24 Ba11/28
10/23 Exminster—Am-Exp	Bo11/10 NY11/11
10/23 Steel Flyer—Isthmian	NY11/25 NO12/6
11/6 Steel Architect—Isthmian	Bo11/28 NY11/29
11/11 Badger State—Isthmian	NO12/15
11/20 Steel Scientist—Isthmian	Bo12/12 NY12/13
11/22 Steel Advocate—Isthmian	Bo12/26 NY12/28
12/7 Steel Executive—Isthmian	Bo1/11 NY1/13
12/23 Steel King—Isthmian	

HONG KONG

9/14 Yamawaka Maru—Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/25
9/16 Toreador—Barb-Wn	LA10/9 NY10/23
9/16 Main—Pioneer	NY10/21 Ba10/25
9/18 Nevada Maru—K Line	SF10/12 NY10/25
9/18 Nicoline—Maersk	LA10/12 NY10/27
9/19 Billiton—JavPac	LA10/6 SF10/12 Po10/18 Se10/21 Val0/24
9/20 Hong Kong Bear—PacFar	SF10/7 LA10/13
9/25 Tagaytay—Barb-Wn	LA10/19 NY11/2
9/27 Grant—Am-Pres	NY10/28 Pa11/1 Ba11/4 Nf11/9
9/30 Kunikawa Maru—K Line	SF10/20 LA10/22 NY11/7 M11/15
10/2 Wilson—Am-Pres	SF10/20
10/3 Susan—Maersk	SF10/25 NY11/11
10/6 Fernview—Barb-Wn	LA10/29 NY11/12
10/11 Hoover—Am-Pres	SF10/31
10/12 Korean Bear—PacFar	SF10/29 LA11/4
10/16 Tarantel—Barb-Wn	LA11/8 NY11/22
10/18 Colorado Maru—K Line	SF11/12 NY11/25
10/19 Utrecht—JavPac	LA11/6 SF11/11 Poll/17 Sell/20 Vall/23
10/22 Golden Bear—PacFar	SF11/8 LA11/14
10/26 Tai Ping—Barb-Wn	LA11/19 NY12/3
11/1 Japan Bear—PacFar	SF11/18 LA11/24
11/3 Rita—Maersk	SF11/26 NY12/13
11/6 Fernlake—Barb-Wn	LA11/29 NY12/13
11/17 Hoegh Cliff—JavPac	LA12/7 SF12/12 Po12/18 Se12/21 Val2/24
11/18 Effie—Maersk	LA12/12 NY12/27

Kobe

9/12 Oakville—Barb-Wn	LA9/29 NY10/13
9/12 Taylor—Am-Pres	SF9/26 LA9/29 SD10/5
9/12 Sally—Maersk	SF9/27 NY10/13
9/13 Cleveland—Am-Pres	SF9/27
9/17 Myth—Pioneer	NY10/12 Ba10/16
9/22 Yamawaka Maru—Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/25
9/22 Toreador—Barb-Wn	LA10/9 NY10/23
9/26 Nicoline—Maersk	LA10/12 NY10/27
9/26 Main—Pioneer	NY10/21 Ba10/25
9/27 Tyler—Am-Pres	SF10/11 LA10/16 SD10/20
9/27 Nevada Maru—K Line	SF10/12 NY10/25
10/3 Hozan Maru—K Line	NO11/5 Ho11/7 Mo11/18 Ga11/29
10/3 Tagaytay—Barb-Wn	LA10/19 NY11/2

10/6 Wilson—Am-Pres	SF10/20
10/11 Susan—Maersk	SF10/25 NY11/11
10/12 Fernview—Barb-Wn	LA10/29 NY11/12
10/16 Hoover—Am-Pres	SF10/31
10/22 Tarantel—Barb-Wn	LA11/8 NY11/22
10/28 Colorado Maru—K Line	SF11/12 NY11/25
11/3 Tai Ping—Barb-Wn	LA11/19 NY12/3
11/11 Rita—Maersk	SF11/26 NY12/13
11/12 Fernlake—Barb-Wn	LA11/29 NY12/13
11/26 Effie—Maersk	: A12/12 NY12/27

Nagoya

9/10 Mist—Pioneer	NY10/5 Ba10/9
9/13 Sally—Maersk	SF9/27 NY10/13
9/13 Taylor—Am-Pres	SF9/26 LA9/29 SD10/5
9/14 Oakville—Barb-Wn	LA9/29 NY10/13
9/18 Myth—Pioneer	NY10/12 Ba10/16
9/23 Yamawaka Maru—Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/25
9/24 Toreador—Barb-Wn	LA10/9 NY10/23
9/27 Nicoline—Maersk	LA10/12 NY10/27
9/27 Main—Pioneer	NY10/21 Ba10/25
9/28 Nevada Maru—K Line	SF10/12 NY10/25
9/28 Taylor—Am-Pres	SF10/11 LA10/14 SD10/20
10/4 Tagaytay—Barb-Wn	LA10/19 NY11/12
10/5 Hozan Maru—K Line	LA10/21 NO11/5 Ho11/7 Mo11/18 Ga11/29
10/12 Susan—Maersk	SF10/25 NY11/11
10/14 Fernview—Barb-Wn	LA10/29 NY11/12
10/17 Johnson—Am-Pres	SF11/1 LA11/4 SD11/10
10/24 Tarantel—Barb-Wn	LA11/8 NY11/22
10/27 Maren—Maersk	LA11/12 NY11/27
10/29 Colorado Maru—K Line	SF11/12 NY11/25
11/4 Tai Ping—Barb-Wn	LA11/19 NY12/3
11/12 Rita—Maersk	SF11/26 NY12/13
11/14 Fernlake—Barb-Wn	LA11/29 NY12/13
11/27 Effie—Maersk	LA12/12 NY12/27

Shimizu

9/11 Mist—Pioneer	NY10/5 Ba10/9
9/14 Taylor—Am-Pres	SF9/26 LA9/29 SD10/5
9/15 Oakville—Barb-Wn	LA9/29 NY10/13
9/19 Myth—Pioneer	NY10/12 Ba10/16
9/24 Yamawaka Maru—Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/25
9/25 Toreador—Barb-Wn	LA10/9 NY10/23
9/28 Main—Pioneer	NY10/21 Ba10/25
9/28 Nicoline—Maersk	LA10/12 NY10/27
9/29 Nevada Maru—K Line	SF10/12 NY10/25
9/29 Taylor—Am-Pres	SF10/11 LA10/14 SD10/20
10/5 Tagaytay—Barb-Wn	LA10/19 NY11/12
10/6 Hozan Maru—K Line	LA10/21 NO11/5 Ho11/7 Mo11/18 Ga11/28
10/13 Susan—Maersk	SF10/25 NY11/11
10/15 Fernview—Barb-Wn	LA10/29 NY11/12
10/18 Johnson—Am-Pres	SF11/1 LA11/4 SD11/10
10/25 Tarantel—Barb-Wn	LA11/8 NY11/22
10/28 Maren—Maersk	LA11/12 NY11/27
10/30 Colorado Maru—K Line	SF11/12 NY11/25
11/5 Tai Ping—Barb-Wn	LA11/19 NY12/3
11/13 Rita—Maersk	SF11/26 NY12/13
11/15 Fernlake—Barb-Wn	LA11/29 NY12/13
11/28 Effie—Maersk	LA12/12 NY12/27

Trincomalee

9/13 Jaladhir—Scindia	Bo10/10 NY10/11 NO10/22
10/13 Jalakirti—Scindia	Bo11/9 NY11/10 NO11/22

THE AMERICAN EAST INDIA CORPORATION

25 Broadway
New York 4, N. Y.
BO 9-7011

AGENTS

DAHINGEAPAR
GABROO PURBAT
NAHOR HABI

HALMIRA
INVERCAULD
KALLYAR

MERCHISTON
RISHEEHAT
SOCKETING

IMPORTERS

SHOLAYAR
TINGALIBAM
TOWKOK

American Representative of BIRLA BROTHERS PRIVATE LTD., CALCUTTA — BOMBAY — NEW DELHI

Yokohama

9/13	Mist—Pioneer	NY10/5	Ba10/9
9/15	Cleveland—Am. Pres	SF9/27	
9/16	Taylor—Am. Pres	SF9/26	LA9/29 SD10/5
9/17	Sally—Maersk	SF9/27	NY10/13
9/17	Oakville—Barb. Wn	LA9/29	NY10/13
9/21	Myth—Pioneer	NY10/12	Ba10/16
9/27	Toreador—Barb. Wn	LA10/9	NY10/23
9/27	Yamawaka Maru—Yamashita	NY10/18	Pa10/23 Ba10/24 N10/25
9/30	Nicoline—Maersk	LA10/12	NY10/27
9/30	Main—Pioneer	NY10/21	Ba10/23
10/1	Tyler—Am. Pres	SF10/11	LA10/14 SD10/20
10/2	Nevada Maru—K Line	SF10/12	NY10/25
10/7	Tagaytay—Barb. Wn	LA10/19	NY11/2
10/7	Hozan Maru—K Line	LA10/21	N011/5 H011/7 M011/18 G011/28
10/8	Wilson—Am. Pres	SF10/20	
10/15	Susan—Maersk	SF10/25	NY11/11
10/17	Hoover—Am. Pres	SF10/31	
10/17	Fernview—Barb. Wn	LA10/29	NY11/12
10/20	Johnson—Am. Pres	SF11/1	LA11/4 SF11/10
10/27	Tarantel—Barb. Wn	LA11/8	NY11/22
10/31	Maren—Maersk	LA11/12	NY11/27
11/2	Colorado Maru—K Line	SF11/12	NY11/25
11/7	Tai Ping—Barb. Wn	LA11/19	NY12/3
11/15	Rita—Maersk	SF11/26	NY12/13
11/17	Fernlake—Barb. Wn	LA11/29	NY12/13
11/30	Effie—Maersk	LA12/12	NY12/27

Congo trade payments seen as improving

Mr. Bernard Blankenheimer, Chief of the African Section in the United States Department of Commerce, speaking at a meeting held in the Commerce & Industry Association's offices, was optimistic concerning future trade possibilities with the Congo. Mr. Blankenheimer, who recently returned from an extended African trip, was joined by another visitor to that continent, Mr. James Hellinger, Vice President of the Anglo-African Shipping Company, in discussing the difficulties American exporters have faced in obtaining payments from the Congo. It was agreed that the present backlog will be paid off within the next year, due largely to the outstanding job being done in the area by the United Nations representatives. Exporters with problems in this area may send the details to Mr. Blankenheimer, who will then contact our Embassy in Leopoldville for investigation of individual cases.

Coffee Conference held in Tokyo

Coffee, and its role in a dynamic, progressive society, was the subject of a recent conference, at the Imperial Hotel in Tokyo, Japan, of the World Coffee Promotion Committee and the National Coffee Association of Japan.

Attended by many of Japan's leading coffee businessmen, the conference was sponsored by Mr. Joao S. Hafers from Brazil, President of the Pan-American Coffee Bureau and a Member of the World Coffee Promotion Committee, and Mr. Jorge Canavati from Mexico, who is Secretary-Treasurer of this world-wide organization. They were here to explore this rapidly expanding coffee market.

Messrs. Hafers and Canavati spoke glowingly of Japan's remarkable post-war reconstruction and the admirable character of the Japanese people in bringing about such an accomplishment against adverse conditions. Hand in hand with this recovery has been a rapid increase in coffee consumption. Mr. Hafers noted that this phenomenon seems to be related to the intellectual and economic dynamism of society, as all the advanced nations are great consumers of coffee. Coffee, they said, fills the need for a healthy stimulant, increas-

ing efficiency at work and enjoyment of leisure.

The World Coffee Promotion Committee, an organ of the International Coffee Agreement Group, is made up of 28 coffee-growing nations. Mr. Canavati noted that these are important present and future trade markets for Japan. In this interdependent world in which we live, he said, coffee plays an important role, as 200,000,000 people in these coffee-producing countries are dependent on the world trade of this product for their own economic and social growth.

Looking forward to the expected increase in coffee consumption in Japan, the conference recommended the establishment of an Advisory Committee, composed of Messrs. Alfonso Penaranda from Colombia and Mr. Mario Penteado from Brazil, both of whom have offices in Tokyo, with perhaps five members of the Japan Coffee Trade Group, headed by Mr. Susumu Handa, President of the National Coffee Association of Japan. This Committee would supervise a campaign designed to stimulate coffee consumption, which, in turn, will increase trade between Japan and these coffee-producing countries around the world.

Fourth Annual ASTA Outing and Golf Party

Approximately 150 of ASTA's members and their guests attended the Fourth Annual Outing and Golf Party at the Dellwood Country Club, New City, New York, on September 13.

This popular affair, which began with golf in the morning, was climaxed by an outstanding dinner in the evening. At the close of the dinner, the winners in the Ladies' and men's golf events were announced. Mrs. Ty Cobb was the winner of the low net in the ladies' tournament, and Mrs. Karl Landes was winner of the low gross. The longest drive by a lady was made by Mrs. Louis Furth, and the closest to the hole in the hole-in-one contest was won by Mrs. C. A. P. van Stolk.

Mr. John McAuley (Manhattan Milling and Drying Company, Inc., and chairman of the Associate Section), won the men's golf tournament. The longest drive was made by Mr. McAuley also, but the prize for the event was awarded to Mr. Irving Goldman (Purity Spice and Seed Mills, Inc.), for the second longest drive, and the hole-in-one contest was won by Dr. Karl Landes (Karl H. Landes and Company, Inc.).

Shipping News — Moore McCormack

Please be advised that our Company has signed labor agreements with all Maritime sea-going Unions.

This will ensure the uninterrupted service that we offer you over our American Republics Line, American Scantic Line, and Robin Line services. Because of this action, the expiration of the existing Taft-Hartley injunction on September 21st will not affect our Company.

Shipping News — U. S. Lines

Management has successfully negotiated contracts for three year period with all maritime unions thereby guarantying uninterrupted service in all our worldwide trade routes. Notify all exporters, importers and forwarders immediately and at the same time express our sincere thanks for their patience during this trying period and that we are looking forward to their continued support.

Shipping News — Delta Lines

Faster, direct service to two separate ranges of West African ports was inaugurated this month by Delta Line with sailings from the Gulf every two weeks, it was announced by Fred A. Wendt, Vice President (Sales) of the New Orleans-based steamship operator.

Wendt said that the new service offers shippers express service to Southern range ports in the Ivory Coast, Ghana, Nigeria, Togoland, Dahomey, Cameroons, Gabon, the Congo Republics, and Angola. Transit time to these ports is cut to three/four weeks, avoiding previous delays at congested ports.

Separate sailings provide direct service to Northern range ports in Guinea, Sierra Leone, Senegal, Mauritania, Liberia, and the Ivory Coast, he said.

The new service, Wendt said, has been inaugurated with the sailing of the S.S. Del Santos from New Orleans on September 16 to Abidjan, in the Ivory Coast, and the other Southern range ports.

The Del Santos is followed by Delta's S.S. Del Valle from New Orleans on Sept. 24 to Conakry, in Guinea, and the Northern range, he said.

Adair L. Pedrick, West African freight traffic manager, said the new Delta service should prove of particular interest to the coffee trade because it assures a sailing every two weeks from the coffee port of Abidjan to Gulf ports.

"Delta Line is the only operator with this fast, direct service to Gulf ports every two weeks," Pedrick said.

MARKET REPORT from HAMBURG

The international tea-trade enjoyed a real bank-holiday-week. The few remaining at their office-desk were without buying-enthusiasm. CALCUTTA was weaker; COLOMBO was weaker; COCHIN absolutely uninteresting; EUROPE: bank holiday. Tea-prices are really attractive at present and in our opinion price-tea will still become lower.

But now the tea-market is starting work again. The quality-conscious buyer will have to work very hard in the next weeks in order to secure his requirements of second and first flush Assams and Darjeelings in Calcutta. Nothing remains available on the market in Calcutta of these high quality teas but they are already afloat to Europe as far as India has been willing to sell these high qualities to the European import-trade.

The hard fight for quality teas in Calcutta appears all the more astonishing as two of the most important buyers of these teas—Iran for tip and Turkey for quality—will for internal reasons only purchase smaller quantities than usual during this season.

CEYLON has to face the market without a home-consumption worth speaking of and without clearing possibilities with Eastern countries. For years Ceylon tea has not been as cheap as at present. We should like to recommend this excellent buying opportunity.

Owing to unfavorable weather conditions nothing has yet been noticed of the cold-weather-season in the UVA-district and it remains to be hoped that the postponement will only be for a short period and instead of July/August we shall now have the quality-peak of the UVA season in August/September.

Did you know that a teabush in Ceylon yields about 1/4 lb. of black tea p.a.?

CALCUTTA: "strong demand", COLOMBO: "strong general demand", LONDON: "good demand below sh 4/-per lb.", meaning that medium and good teas were easier to buy but common tea—the lowest qualities—were still firm.

In HAMBURG and on the European continent it is still holiday-time. Stocks in the German interior have been much reduced in spite of the fact that only in 18 months time the first drastic tea-tax and duty reductions can be expected. It is left to the British Minister of Finance to keep the holiday-minded—European tea-trade on the move. Now the British finance authorities are coming down on the already depressed—even if well-founded—tea-market.

Considering an average retail-price in the U.K. of sh 6/4 per lb. a certain considerable quantity of quality-tea is required which can only be obtained during a short period in the countries of origin. To keep these teas on stock will be cost 8% and more p.a.

Owing to the reduced credit-facilities quite a number of buyers will not be in a position in future to keep a considerable stock of fine teas.

Besides this, in future teas not profiting by the Commonwealth Preference like Indonesian, Mocambique, China etc. will have to pay a 10% higher duty rate in the U.K.


LESS WATER-BETTER TEA. Old-fashioned people certainly know what they are doing if they prepare a strong tea-extract with little water and dilute this by adding more water to suite their taste.

The hot water is liberating the aroma—and stimulating substances immediately whereas the solution of the tannins requires more water and more time.

We therefore request you not to drown a good tea.

Freshly boiling water bubbles like soda-water while the carbon dioxide escapes. Nobody would have the idea to open a bottle of soda-water before it is being used as the contents would become flat. Do not therefore let your tea-water become flat but let it boil for a short period only. The tea will taste much better.

This relates in particular to mountain-water which as a rule is fresh and soft. Hard or chlorinated water should be allowed to boil for a larger period in order to get rid of the chalk or chlorine.

<p>OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE</p>	 <p>IVARAN <i>Lines</i></p> <p>AGENCIA de VAPORES GRIEG S/A Rio de Janeiro Praça Maua 7 Santos Praça de Republica, 46</p>	<p>STOCKARD SHIPPING COMPANY INC.</p> <p>GENERAL AGENTS 17 BATTERY PLACE NEW YORK 4, N. Y. WYndham 3-2248</p>
--	--	--

Regional Trade Notes

New York News

Happy Birthday

■ ■ The Association extends its very best wishes to Jacob Aron, President of J. Aron and Company, Inc., who celebrated his 90th birthday on September 6. Mr. Aron has spent sixty-three productive years in the coffee trade. He originated the present J. Aron and Company, Inc. as J. Aron and Company in 1898.

Sale of Brazil coffee

■ ■ In response to the offering on August 31, 1961 of 19,942 bags of coffee contributed by the Brazilian Government, two bids were received today in this office from two green coffee firms.

Of the entire quantity, 5,000 bags were sold to *A. L. Ransohoff Co., Inc.*

Bids ranged from 33.00 cents to 34.31 cents per pound, ex-dock, Brooklyn, New York.

Congratulations, Mrs. Morrison!

■ ■ Mrs. Helen Morrison, of 400 E. 105 Street, Manhattan, has been promoted to assistant personnel manager of Chock Full O' Nuts Corporation, Jackie Robinson, vice president-personnel, announced today. Mrs. Morrison, who has been with the coffee and restaurant firm for 11 years, attended City College of New York. She assists Mr. Robinson in her new capacity.

Chock Full O' Nuts has 1,300 employees.

■ ■ H. T. Holbrook, general manager of sales for the Flexible Packaging Division of Continental Can Company, has announced the following new appointments in the division:

Effective October 1st, Ralph Stafford becomes New York City district sales manager, succeeding D. C. Lewis who takes on the function of special representative for national accounts in the Eastern area. Effective immediately, E. S. Shorkey assumes Mr. Stafford's former position of district sales manager in Mount Vernon, Ohio, in addition to retaining his duties as manager of customer research.

■ ■ Arthur L. Sachs has been appointed assistant to the president of Fairfield Inc., by Connor F. Lawrence, president. The company is a leading filter and urn bag manufacturer for the coffee industry.

Mr. Sachs was formerly executive administrator of Sol Cafe, private label instant coffee and tea processors. At Sol Cafe, he was responsible for the development and production of the first vacuum packaged instant coffee, recently introduced successfully throughout the East.

A graduate of Yale with B.A. and M.F.A. degrees, Mr. Sachs earlier was active as a theatrical producer.

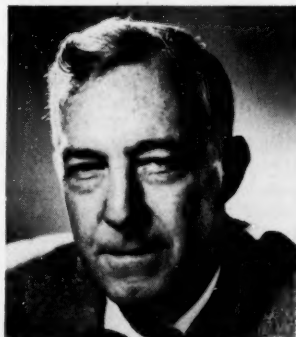
■ ■ South African Marine Corporation (N.Y.) announces the appointment of Stockard Shipping & Terminal Corp., 101 Bourse Building, Philadelphia, Pennsylvania, as their agents in Philadelphia representing their service to South Africa effective September 1st, 1961.

■ ■ Valentine H. Fischer, vice president of Dodge & Olcott, Inc., announces his retirement after serving 44 years with the firm.

Mr. Fischer, respected as an authority and prominent world trader in the essential oils and spice markets, former president of The E.O.A. and active member in the various allied associations, will be missed by his many friends in the industry.

■ ■ Dr. Ernest Guenther, Vice President and Technical Director of Fritzsche Brothers, Inc., was guest speaker at the well-attended August cocktail-dinner meeting of the Candy Executives and Associated Industries Club held in New York on Tuesday evening, August 15th. Club President, William Perkins of Loft, Inc., who chairmanned the meeting, first welcomed the large attendance and then presented the Club's past president, John Search of The Hubinger Company, who, in turn, introduced Fritzsche's Sales Representative and Club member, Charles Schneider. After detailing certain aspects of Dr. Guenther's vast experience in the field, the latter introduced the guest speaker who is a well-known scientist, author, photographer, lecturer and world traveler. Dr. Guenther spoke briefly on his highly specialized work, and then presented his colorful and entertaining film: "The Essential Oils of South America". A period of questions and answers followed, with the participation of an appreciative audience.

Chicago Doings



■ ■ Albert J. Wray recently succeeded Anton J. Jedlicka as chief of coffee inspection for the Military Subsistence Supply Agency in Chicago. In his new capacity, Wray directs inspection of 40 million pounds of roasted-and-ground coffee the Agency annually buys for the Army, Navy, Air Force and Marine Corps.

Wray entered the government coffee inspection service in Philadelphia in 1955 and has been in Chicago since 1957. A lifetime career in the coffee trade began with the Philadelphia firm of Sorver and McElroy in 1927.

Wray now lives at 512 Wildwood Drive, Park Forest, Illinois.

■ ■ Political turmoil in Brazil following the resignation of that coffee producing nation's chief executive, has coffee sources here in a pickle, wondering what will happen to coffee policies when a new chief executive takes office.

Part of the quandary is the current state of not knowing just what party will represent Brazil—the left wing factor represented by Brazil's vice president—the military right wing which has threatened to arrest the vice president if he seeks to assume political heights by declaring himself president—and the vague, but persistent possibility that the resigned president might be coerced by popular demand to return to the head of state of the world's chief coffee producing nation.

Despite the many question marks of Brazil's political future, the coffee market remains steady. Spot buying continues throughout the windup of the summer sales slump and has been unmarked by any heavy purchases.

Present coffee arrivals from Brazil are new crop bags. Shipments have continued uninterrupted.

The Fall ordering season is running behind year ago dates for order placing. Coffee contacts here expect that with the political situation resolving itself in two to three weeks, Fall orders will resume with full weight. This would still put the Fall market nearly a full month behind normal orderings.

■ ■ Coffee sources here are breathing easier in the light of the Federal Government's statements that any support to coffee producing Latin American countries would not be extended to the coffee industry. They look for the possibilities of firm prices on a long term basis, warning that any U.S. support of coffee could only result in driving the price down, destroying the free market and price situation.

■ ■ Arthur L. Luxem is the new vice president of sales for the George H. Hathaway Coffee Co. He joined the firm in August.

■ ■ In the promotional circuit, coffee continues to take a back spot to iced tea promotions and cold drinks, but appears to be coming on a little stronger as supermarkets near the top coffee selling Fall season.

Certified Grocers of Illinois, the largest retailer owned cooperative in the Midwest, used a coupon offer to plug its private label Country's Delight instant coffee. The cooperative offered newspaper coupons worth 10 cents each toward the purchase of one 10 ounce jar of the instant coffee.

Chicago Notes (cont.)

Advertised retail price of the coffee, with the coupon included, was 89 cents.

Farmer's Market spotted coffee in its special sales category with a sale price of \$1.07 for a two pound tin of Hills Bros. coffee.

Mayflower Super Foods ran the same size of Hills Bros. coffee for \$1.09.

In alternating weekly flyers delivered to consumer's homes, Jewel Tea Co. offered a three-quarters of an ounce jar of instant Tenderleaf tea for 39 cents. The price included a 5 cents off label deal being run by Tender Leaf.

The chain also offered the one pound bag of its private label bean coffee, Bluebrook, for 49 cents, matching the promotion with a 6 ounce jar of Maxwell House instant coffee for 75 cents. This deal included a 15 cents off label.

Jewel also offered a 48 count package of its private label tea bags for 49 cents, and a pound can of its private label Royal Jewel ground coffee for 59 cents.

Hillman's, another Chicago supermarket chain, was promoting a two pound can of Maxwell House coffee for \$1.09. In a spice insert, Hillman's was advertising McCormick black pepper and instant minced onion as the "perfect pair." The pepper, available in a 4 ounce can, and the instant minced onion, packaged in a 3½ ounce bottle, were priced at 39 cents each.

A&P was promoting a 20 cent saving on its three pound bag of private label Eight O'Clock coffee. The large chain was offering the three pound bag for \$1.45. A&P also offered an 8 cents saving on the one pound bag of Eight O'Clock. The promotional retail price on the one pounder was 49 cents.

National Tea Co. was merchandising two pound cans of Maxwell House coffee for \$1.09. The deal included a 12 cents off label. National also offered the one pound bag of its private label Top Taste coffee for 49 cents.

■ ■ Retail sales of Jewel Tea Co. and its consolidated subsidiary Osco Drug, Inc., totaled \$39,424,509 for the four week period ended August 12. This is an improvement of \$1,707,586 or 4.5 percent over comparable sales of \$37,716,923 for the same weeks of a year ago.

Total sales for the 32 weeks ended August 12 were \$322,531,429, a gain of \$17,073,036 or 5.6 percent over the comparable weeks of 1960 when volume was \$305,458,393.

■ ■ Consolidated Foods Corp. cut a net profit of \$8,096,310 for the fiscal year ended June 30, a 12.9 percent increase over the \$7,170,309 net income run up a year ago by the large processor, wholesaler, and retailer.

Sales showed a 19.9 percent gain, moving up the \$509,280,716 mark from a volume of \$424,888,784 a year ago.

A five-four-four split of common stock, with an increase in authorized common shares from 5 million to 7 million, was proposed by firm directors, who also suggested that there be an increase of 15 percent in the cash dividend rate.

■ ■ The Fleming Co., Topeka, Kansas based supermarket chain, boosted its quarterly common dividend to 20 cents from the previous 15 cent market. The increased dividend is payable September 15 to holders of record as of September 5. This raises the annual dividend rate to 80 cents. It formerly was 60 cents. The company's directors intends to change the dividend paying date on the common stock to the 15th of March, June, September and December.

■ ■ Continental Coffee Co. has been named the sole coffee purveyor for the "Century 21" Exposition to be held April 21 through October 21 in Seattle, Washington. The exposition is America's space-age world's fair.

James Wykoff, sales manager for the Seattle division of Continental, anticipates that 10 million cups of coffee will be served in the 55 futuristic restaurants and quick-lunch stand now being built on the fair grounds.

Restaurants are being set up by firms from the United States, Yugoslavia, Korea, Formosa, Japan, Belgium and the Scandinavian nations.

A high-speed mass transit monorail will rush visitors to the exposition grounds.

The Century 21 exposition will be the first world's fair in this country since 1939 and will cost more than \$70 million.

■ ■ Continental is now marketing its improved orange mix drink which is available for institutional use in mechanically-agitated dispensers or bowl dispensers.

■ ■ Kroger is offering a heat-resistant glass carafe, filled with its private label Spotlight coffee, for \$1.59. The unit is said to have a normal retail price value of \$3.25. The carafe is filled with instant Spotlight coffee. It is being displayed in off-shelf display points in Kroger stores. Point-of-sale material points out that the carafe can be used to serve hot or iced tea or coffee. Net weight of the carafe and the instant coffee is 9 ounces.

New Orleans News

■ ■ W. Lawrence Chapman, comptroller, Standard Coffee Co., Inc., has been elected a director of the New Orleans Control of the Controllers Institute of America.

At the annual meeting of the Institute's Kansas City Control, James F. Fredman, controller, Folger's Coffee Co., was named to serve on the board.

Established in 1931, the Institute is a non-profit management organization of controllers and finance officers from all lines of business—banking, manufacturing, distribution, utilities, transportation, etc. The total membership exceeds 5,200.

■ ■ Richard W. Wismar has been named secretary of Delta Line (Mississippi Shipping Co., Inc.), it was announced by Capt. J. W. Clark, president of the New Orleans steamship company.

In his new position, Wismar fills a vacancy created by the death of J. M. Duffy in July.

A native of New Orleans, Wismar joined Delta Line in 1944. He has served the company as assistant auditor and assistant secretary, prior to his new appointment.

He received a Bachelor of Arts degree from Tulane university in 1948.

The new Delta Line officer has been active in Boy Scout work and is presently finance chairman for the New Orleans Crescent District. He is a past treasurer of the Gulf District of the Lutheran Laymen's League, and a member of the Propeller Club, Port of New Orleans.

■ ■ Uncertainty about the political situation in Brazil and its possible effect on the coffee trade has thrown a pall of gloom and unease over the local coffee industry. However, a cheerful note were the many congratulatory messages which went from his friends and associates in New Orleans to J. Aron on the occasion of his 90th birthday on September 6. Among those who went to New York to participate in the festivities at Mr. Aron's Great Neck, Long Island estate were his brother Laz Aron, president of Commercial Import Co. and Mr. and Mrs. W. B. Burkenroad, Jr. and Mr. and Mrs. Edward A. Lafaye, of J. Aron and Co., Inc. The Burkenroads and Lafayes remained in New York for a short visit thereafter.

■ ■ Alton J. Berluchaux, president of Trico Coffee Co., Inc. was recently named vice president of the National Retail Tea and Coffee Industry Association.

■ ■ Spending a month recently at his firm's New York headquarters was Robert Williams of Volkart Bros., Inc. local office. During this period Mrs. Williams and the children visited in Kansas City, Mo.

■ ■ Recent visitors to New Orleans were Mr. and Mrs. Jack Dinos of the Mocha Coffee Co. of Atlanta. Mr. Dinos made the office of Buckley and Forstall his local headquarters during the stay in the Crescent City.

■ ■ En route to the West Coast and Hawaii on a vacation, George Reinbold, president of Reinbold Coffee Export-Import, S. A., Port-au-Prince, Haiti, stopped over for a few days in our city. He visited friends at Hanneman and Cummings and J. Aron and Co. and others in the trade.

■ ■ Late summer vacation trips were enjoyed by the top executives of American Coffee Co. Mr. and Mrs. Earl Bartlett, Sr., visited their son Clay Bartlett and his family in Jackson, Miss. where the young Mr. Bartlett is manager of the Gaylord Container Corporation office. American vice-president George W. Dodge, his wife and son sojourned in Chattanooga. Sales manager Earl Bartlett, Jr., and his family have moved into a new home across Lake Pontchartrain at Covington, La. and Tony is now commuting to work.

■ ■ Coffee company keggers are once again in action as the Green Coffee Winter Bowling League opened competition on September 5. Teams comprising the league are Fluoriet Coffee Service; Buckley and Forstall; J. Aron and Co. teams No. 1 and 2; William B. Reily and

New Orleans News (cont.)

Co.; S. Jackson and Son, McCandless, Inc.; W. H. Kunz Co.; and Kentucky Warehouse.

■ ■ On September 1 W. L. Richeson and Son, Inc., ocean freight forwarders, moved into new offices at 442 Canal St.

■ ■ The popular conception of New Orleans coffee as being strong enough to make the spoon stand upright, or almost, anyway, is a good story but strictly bunk according to a market researcher for a private coffee firm. Preferring to remain anonymous, possibly from fear of being ridden out of town on a rail, he states, "The term 'New Orleans coffee' doesn't mean an awful lot." He points out that the fact that the older families prefer their coffee with chicory, doesn't mean they prefer strong coffee since chicory does not add strength. A study of industry wide sales figures shows that about 70 percent of the families in the city use chicory in coffee. In the newer sections populated with families who have come from other parts of the country, this average drops sharply however. His survey indicates that only 30 per cent of the restaurants serve coffee and chicory routinely, while others serve it on request.

However, some credence is given to popular legend about strength of the local brew by the fact that New Orleans coffee is served at a strength of about 55 cups per pound. Frequently the stronger variety is distilled at 40 to 45 cups per pound. Out West and in sections of the East, a pound is made to yield 65 to 70 cups per pound. Also accounting for the fuller flavor and darker color of the local cup is the preference for a dark roast.

Certainly Orleanians deserve their reputation as coffee drinkers. Based on sales of 800,000 pounds a month to 230,000 families in the metropolitan area, the average consumed per person is three and a quarter cups per day. The national average is 2.97 cups. Also he reports that our coffee consumption is also increasing right along with that of the whole nation.

San Francisco News

■ ■ Unaware of the brand label at the time, nearly 100 per cent of the several hundred people taste-testing food products at the 1961 California Spring Festival selected both Folger's Instant and Ground Coffees as tops in flavor. As a result of this near-perfect score, the Consumer Reaction Council at the California State Fair Grounds awarded both Folger products gold medals for the second consecutive year.

■ ■ General Foods Corp. is building a new 184,000 square foot district sales and distribution center on a 14 acre site in Arlington, Texas, 17 miles west of Dallas. The facility will include 15,000 square feet of air-conditioned storage space and will accommodate 16 railroad cars and 18 truck trailers. When completed, the facility will handle more than 10 million pounds of General Foods products a month. It will service Oklahoma and parts of Texas, Louisiana, New

Mexico and Arkansas with products of the Jell-O, Post, Maxwell House, Perkins-S.O.S. and Institutional Products divisions.

■ ■ Top administrative assignments in the Schilling Division of McCormick & Co., were announced by Robert C. Crampton, Vice-President and Schilling general manager. E. Clayton Shelhoss, Controller, has been named regional sales manager over an area encompassing Northern California, Oregon, Washington, Idaho, Nevada and Utah. Replacing Mr. Shelhoss as Controller will be Mr. H. H. Baker, General office manager.

■ ■ Norman Johnson, E. A. Johnson & Co., left for Brazil during August. He expects to spend the next several weeks there visiting the various growing areas and ports.

■ ■ A patented key for vacuum cans is so designed, reports the inventor, Laurence Lea of New York, that the tear-strip can be easily and quickly removed with no effort. A ring near the handle end of the key rides on the top edge of the can, serving as a guide. Mr. Lea, who holds a number of other patents, received number 2,982,438 for this one.

■ ■ It is reported that nine units of McDaniel's Markets, Los Angeles, were sold to Food Giant Markets in mid-August. Negotiations for completion of the sale had been underway for some months.

■ ■ The Bethlehem Steel Co. launched a fast new type of cargo-passenger vessel in San Francisco, August 31st. The Philippine Bear, built for Pacific Far East Lines slid down the ways at 4 p.m.

The ship, one of two C-4 Mariner-type vessels being constructed for Pacific Far East was christened by the wife of Representative William S. Mailliard of San Francisco. The 565 foot vessel will operate between California and the Philippines, Japan, Korea, Formosa, Hong Kong, Okinawa and Thailand, and will go into service early next year. Her sister ship, the China Bear will be launched at the Bethlehem yard here in December.

■ ■ Chili Products Corp., Los Angeles, the world's leading processor and dryer of chili peppers since 1919, have been acquired by Red Star Yeast & Products Co. and will operate as a division of the Milwaukee firm. Chili Products is a dominant factor in the production of chili powder, chili pepper and California paprika. The firm also imports a complete line of spices and herbs.

■ ■ Ray Graham, president of the Western States Tea Association announced the annual tea picnic for that organization will again be held at Huddart Park, San Mateo on September 9th.

■ ■ Taking late vacations were Charles Berre, California Commodities Corp.; Jim De Armond, Folger; Edward Branstien, M.J.B. Co.; John Beardsely, Otis McAllister & Co.

■ ■ Mr. Paul Ruffner, coffee buyer for Huggins Young, Los Angeles has severed relationship with that firm. Paul, who will be missed by his many west coast friends, has accepted the position of buyer for Old Judge in St. Louis, Missouri.

■ ■ Directors of the San Francisco Coffee Club met at the World Trade Club recently to lay plans for their annual fall outing. President Manny Rosen announced that the outing will be held at the California Country Club on September 29th.

■ ■ Dr. Gene Lockhart, Coffee Brewing Institute, NYC and Jack Leach, Western representative of CBI surveyed several coffee equipment manufacturers on the West coast during August. The survey was in line with CBI's new evaluation of equipment program.

It is reported all equipment manufacturers visited appeared to approve the program and were anxious to participate.

■ ■ Mr. Howard Wolf, President of the American Spice Trade Association was a West coast visitor in August. While on the Coast, Mr. Wolf was honored by the west coast northern division of ASTA at a dinner at the famed Fairmont Hotel in San Francisco. Mr. Wolf was also honored in a like manner by the southern division in Los Angeles.

■ ■ The Round House Restaurant at the Golden Gate Bridge Toll Plaza was making use of their recent Gold Cup Award in newspaper ads throughout the bay area. Their ad ran as follows: "Gold Cup Award presented to Ila and Ben Steacy in recognition of their fine coffee by the Coffee Brewing Institute Inc., N. Y."

■ ■ Folger's was breaking in all Western states during the months of July and August with a new Iced Instant Coffee campaign geared to boost sales while capitalizing on the booming iced coffee market. Spearheading the campaign is a floor level point-of-purchase display that towers above instant stacks, attracting the consumer's attention and tempting her to try a glass of Iced Instant Folger's Coffee to alleviate summer heat and fatigue.

Attached to each display, and also usable at shelf level, are "Take One" leaflets of Instant Coffee recipes, including "Coffee Egg Nog," "Coffee Ice Cream," and sundaes and sodas for the children. Each recipe recommends instant coffee, emphasizing ease of preparation for the housewife.

Here and There

Colombia's new finance minister

sees no change in coffee policies

Dr. Misael Pastrana, newly-named Finance Minister of Colombia, said last week that his country's coffee policies will not be affected by recent cabinet re-assignments.

Dr. Pastrana, who was former Minister of Public Works, and earlier, Minister of Development, spoke to a small group of U.S. coffee men at a luncheon given, in his honor, by Andres Uribe, U.S. representative of the National Federation of Coffee Growers of Colombia.

Referring to his predecessor's policy toward coffee, Mr. Pastrana said "... I am satisfied that it responds fully both to the needs of the Colombian coffee industry and to the national needs of Colombia."

U. S. coffee dollar sales in '60 hit

1st upturn since '57, study says

There was a slight upturn in 1960 U.S. dollar sales of coffee. It was the first since 1957, says Food Field Reporter in its annual Consumer Expenditures Study. Most heavily affected were the instants. Food Field estimates that \$1,093,450,000 were spent for regular coffee and \$412,520,000 for soluble coffee in grocery stores (includes supermarkets, and excludes sales by such specialty food stores as delicatessens). This represented 60% and 88% respectively, of the total value of U.S. domestic consumption, estimated at \$1,813,440,000 for regular and \$467,900,000 for soluble. (The Study figures all consumption, including institutions, restaurants and government, in terms of retail store valuation.) The amount spent in grocery stores in 1959 totaled \$1,082,710 for regular and \$395,130 for soluble. It was calculated that regular coffee represented 2.25% of total store sales of all products and soluble coffee 0.85% in 1960.

Classified Exchange

RATES

1/2"—\$4.00 1"—\$7.50 2"—\$11
3"—\$15 4"—\$18

Situations Wanted: 20¢ per word \$2 min.

Food Technologist (Flavors, essential oils, etc.) R. & D., quality control, engineering. Mature. Seeks a position of broader responsibility. Write Box 30 c/o Coffee and Tea Industries, 106 Water St., New York 5, N. Y.

Flavoring extracts expert, specializing in the manufacture of true fruits and artificial flavoring extracts, seeks connection. Location immaterial. Salary to start \$50.00 per week. Box No. 214, C/O Coffee & Tea Industries, 106 Water Street, New York 5, N. Y.

EQUIPMENT FOR SALE

Complete Coffee Roasting and Grinding Plant Jabez Burns. Brand new condition—Government Surplus 300 lbs. per hour. Fraction of cost. Your inquiries solicited.

OLDFIELD EQUIPMENT COMPANY

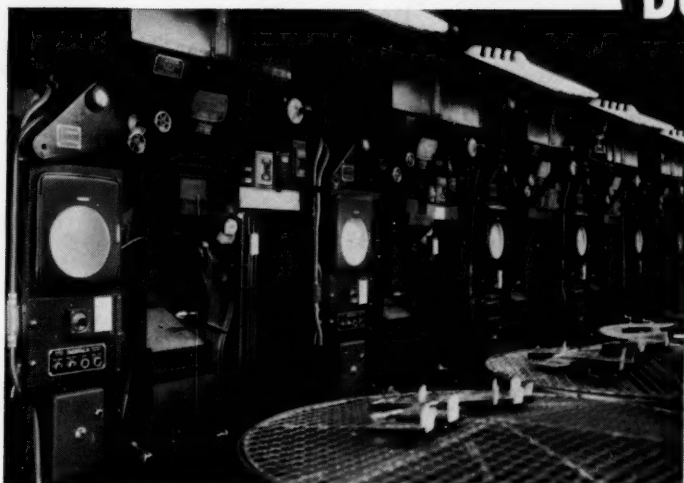
430 West Seymour Ave.
Cincinnati 16, Ohio

Index to Advertisers

	Page		Page
Abidjan Chamber of Commerce	18	Kerr Steamship Co. Inc. . .	45
American Coffee Corp.	26	Kontos & Co., C. T.	33
American East India Corp. .	46	Lipton, Inc., Thomas J. ...	14
American President Lines ..	30	Edward P. Mc Cauley & Co., Inc.	33
Anderson, Clayton & Co. .	27	Mississippi Shipping Co., Inc.	41
Atlantic Coffee Bag Co. Inc. .	27	Moller Steamship Co., Inc. .	42
Balzac Brothers & Co., Inc. .	33	Moore-McCormack Lines, Inc.	44
Bickford and Co., C. E. .Cover		National Federation of Coffee Growers of Colombia .Cover	
Brazilian Coffee Institute .6,7		Nedlloyd Lines	37
Burns and Sons, Jabez ...Cover		Nopal Line	40
Byrne, Delay and Co.	28	Pan American Coffee Bureau	16
Cecilware-Commodore Products Corp.	3	Proctor-Silex	25
Delta Lines	41	Ransohoff Co., Inc., A. L....	33
Dexter & Sons, Inc., C. H. .	4	Schonbrunn and Co., Inc., S. A.	28
Dupuy Storage and Forwarding Corp.	43	Singhofen and Co., Inc.	33
Fitzpatrick & Hoffman, Inc.	33	Soares Co., J. N.	33
Goodyear Tire and Rubber Co.	1	Stockard Shipping Co., Inc.	48
Gulf and South American Steamship Co.	45	Tea Convention Greetings 10, 11	
Gump Company, B. F.	24	Tomlinson No-Drip Faucet Co.	20
Hellenic Lines Ltd.	37	Torm Lines	43
Ireland Inc., B. C.	33	United Fruit Company	44
Johnson and Co., E. A.	33	Union Swiss Purchasing Association	29
Junta de Exportacao do Cafe	2	Volkart Brothers, Inc. ...Cover	
		Western Urn Mfg. Co. ...	20

with

BURNS ROASTERS



you are
always
up-to-date

THERMALO= THE BEST IN COFFEE ROASTING

- every bean uniform in color throughout the roast
- each bean uniform in color from center to surface
- and richer flavor, fuller body, deeper aroma, lasting freshness

Why are the most modern coffee roasting plants built around Thermalo equipment? Because Thermalo Roasters use all convection, high velocity, low-temperature heat to achieve the best in coffee roasting. No danger of tipping or spotting from radiant heat. No smudging either, because Thermalo's exclusive recirculation feature constantly "washes" the beans to give you a shiny clean, full flavored roast every time. In addition, Thermalo Roasters give you real operating economy, wonderful ease of cleaning. What about shrinkage?—Just as low as you want it!

SMOKELESS OPERATION—If the local authorities (or just good public relations) require smoke elimination, the solution is easy. Burns builds the elimination right into your Thermalo, providing the lowest operating cost available and avoiding the need for extra equipment.

AUTOMATIC CONTROL—Automatic control (available for either regular or smokeless Thermalo Roaster) carries Thermalo uniformity one step further by assuring the same even development roast after roast. Burns Controls also include flame and power failure safety protection.

JABEZ

BURNS
ENGINEERS

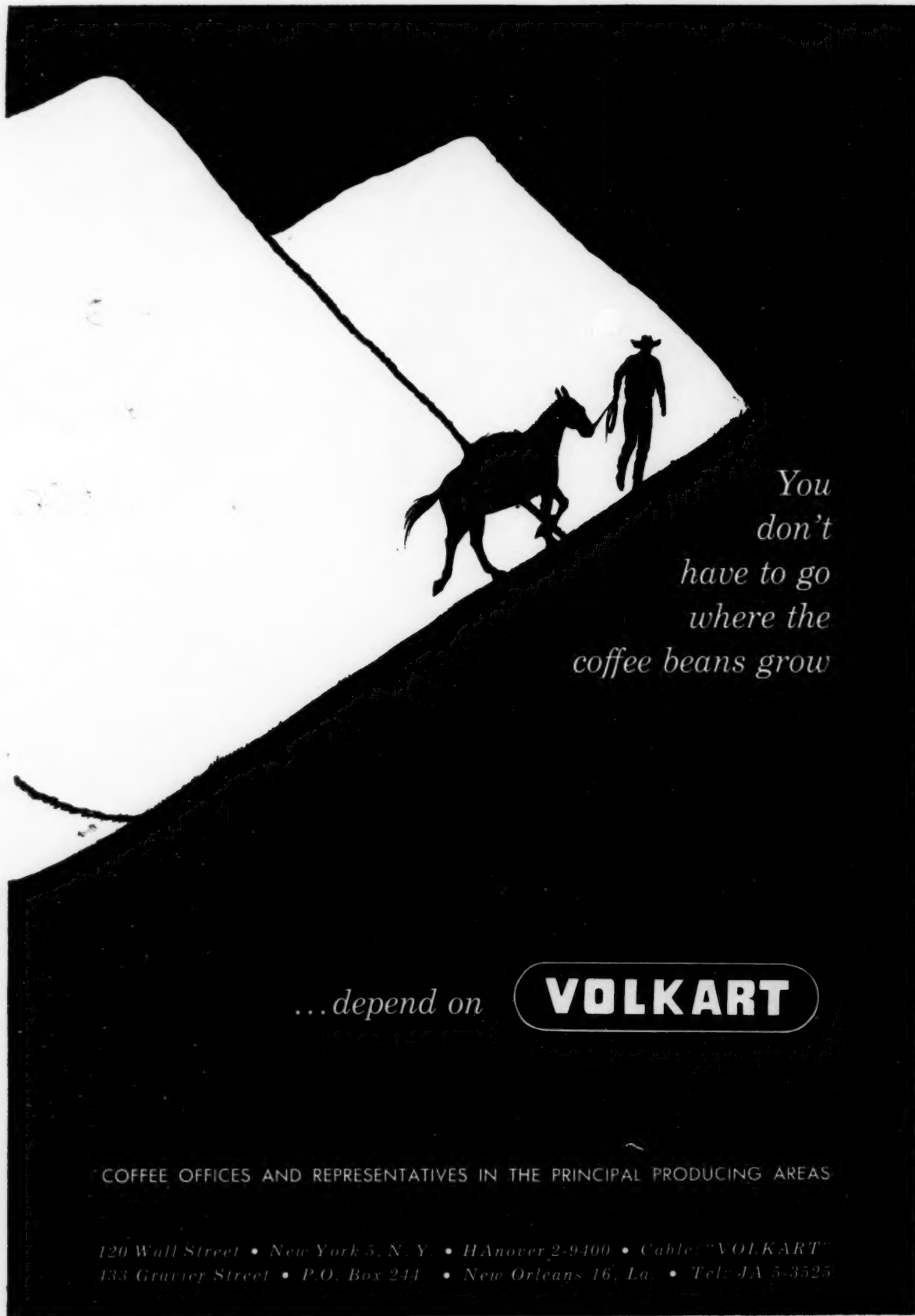
AND SONS, INC.

IN CHICAGO
B. F. Gump Co.
1325 S. Cicero Avenue
Chicago 50, Illinois

NEW YORK CHICAGO
DALLAS SAN FRANCISCO

600 WEST 43rd STREET • NEW YORK 36, N. Y.

IN SAN FRANCISCO
Tempo-Vane Mfg. Co.
330 First Street
San Francisco 5, Cal.



*You
don't
have to go
where the
coffee beans grow*

...depend on

VOLKART

COFFEE OFFICES AND REPRESENTATIVES IN THE PRINCIPAL PRODUCING AREAS

120 Wall Street • New York 5, N. Y. • HANover 2-9400 • Cable: "VOLKART"
133 Gravier Street • P.O. Box 244 • New Orleans 16, La. • Tel: JA 5-3525

